

July 22, 1915

10¢

Leslie's

Illustrated Weekly Newspaper

Established in 1850



Photo by Brown Bros.

Copyright, 1915, by
Leslie-Judge Co., N. Y.



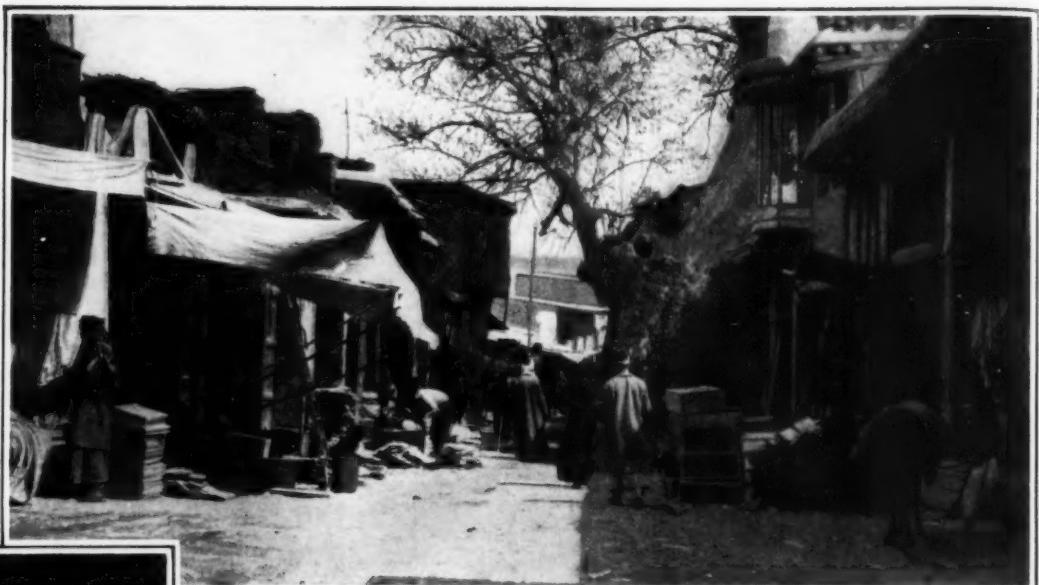
Leslie's at the Front

The Schweinfur Press

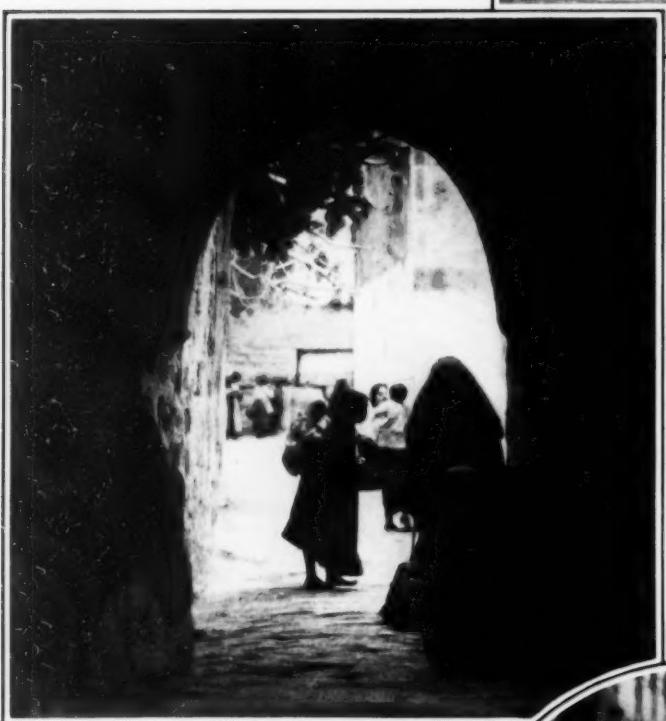
Oriental Lands in the World War

Photos by Gilbert Edward Murdock

The great world war has invaded many portions of the earth remote from the main scene of conflict. But the operations of none of the vast armies are watched with more world-interest than those of the Anglo-Indian troops now occupying the land from the Mediterranean on the west to the Euphrates and Tigris Rivers on the east and embracing historic Mesopotamia, the traditional site of the Garden of Eden, the Holy Land, the cradle of Christianity, and many of the world's oldest cities and seats of ancient civilizations, which have long been under the dominion of the Turkish Empire. In this connection these vivid pictures of Oriental life are particularly timely.



A street scene in Jericho, which has changed but little in four thousand years. The ancient site of Jericho, through which Jesus passed on his last journey to Jerusalem, is now marked by the little village of El Rehi with only three hundred inhabitants.



A cool spot under an arch over a sun-baked street of Jerusalem. The modern city is surrounded by a rugged stone wall built in the 16th century by Soliman, the Magnificent, Turkey's greatest sultan.



A modern street scene of Damascus, frequently said to be the oldest city in the world. The City of Mosques is considered by the Arabs to be the most beautiful spot in the world and to have been the model for the Paradise of the Koran.



One of the unique sights of Damascus is the cobbler who mends shoes in the streets and whose business seems always to be thriving. The crowded street bazaars of Damascus lend kaleidoscopic color to the dingy city and reveal Oriental life in its most picturesque aspect.



A beggar at "The Manger Church" that marks the site of the birthplace of Jesus in Bethlehem.



The women of Bethlehem are conspicuous for the white drapes they wear as headdresses. The ancient custom of disclosing in the headdress the nationality, religion, rank and social position still survives and is found throughout the Orient in modified forms.



An ancient and beautiful arch over one of Jerusalem's picturesque streets. Throughout the city are many of these arches massively built of hewn stone of which most of the houses, with their flat roofs and low cupolas, are also built.

CLASSIFIED ADVERTISING SERVICE



Over 400,000 Copies Each Issue

PATENT ATTORNEYS

PATENTS SECURED OR FEE RETURNED. Send sketch or model for free search and report. Latest and most complete patent book ever published. For free distribution on George P. Kimball, Attorney, 217 Barrister Building, Washington, D.C.

IDEAS WANTED—MANUFACTURERS ARE writing for patents procured through me. Three books with list of 200 inventions wanted sent free. Personal Services. I get patent or no fee. Advice free. R. B. Owen, 14 Owen Bldg., Washington, D.C.

A FORTUNE TO THE INVENTOR WHO reads and heeds it, is the possible worth of the book we send for 6 cents postage. Write us at once. R. S. & A. B. Lacey, Dept. Z., Washington, D.C.

WANTED IDEAS, INVENTIONS AND ADDRESSES OF PERSONS WANTING PATENTS. Prizes Offered. "Money in Patents," Books free. Randolph & Co., Patent Attorneys, 789 F St., Washington, D.C.

AGENTS WANTED

SALESMEN: POCKET SIDE LINE. NEW line of pocketbooks, all merchants in towns of 100,000 & under want it. Pays \$5.00 commission on each sale. No collecting, no risk to merchant. We take back unsold goods. Easiest, biggest paying side line ever offered. Canfield Mfg. Co., 208 Sigel St., Chicago.

GUARANTEED SALARY TO TRUSTWORTHY man or woman this locality to distribute, hoseery direct Mill to wearer. Position permanent. No experience. All or spare time. For complete outfit and particulars, apply International Mills, Inc., Dept. R, Norristown, Pa.

AGENTS: 500% PROFIT. GOLD AND SILVER sign letters for store and office windows. Any one can put on. Write to-day for free sample. Metallic Letter Co., 446 N. Clark St., Chicago.

HELP WANTED

WANTED. MEN AND WOMEN TO QUALIFY for Government positions. Several thousand appointments to be made next few months. Information about openings, how to prepare, etc., free. Write for booklet G-811. Earl Hopkins, Washington, D.C.

MEN AND WOMEN WANTED EVERYWHERE. Government jobs. \$70 month. Short hours. Vacations. Rapid advancement, steady work. Write immediately for list of positions now obtainable. Franklin Institute, Dept. A132, Rochester, N.Y.

GOVERNMENT POSITIONS PAY BIG MONEY. Get prepared for "exams" by former U.S. Civil Service Secretary-Examiner. Write today for free booklet 99. Arthur R. Patterson, Rochester, N.Y.

COINS, STAMPS

\$2 TO \$600 PAID FOR HUNDREDS OF OLD coins dated before 1895. Send 10c for New Illustrated Coin Value Book, size 4x7. It may mean your fortune. Clarke & Co., Coin Dealers, Box 86, Le Roy, N.Y.

CORRESPONDENCE SCHOOLS

LEARN TO WRITE ADVERTISEMENTS. Earn \$25 to \$100 a week. We can positively show you by mail. How to Increase Your Salary. Book mailed free. Page-Davis, 42 Page Bldg., Chicago, Ill.

MOTION PICTURE PLAYS

WRITE MOVING PICTURE PLAYS: \$50 EACH. Constant demand. Devote all or spare time. No correspondence course. Start work at once. Details free. Atlas Pub. Co., 357 Atlas Bldg., Cincinnati, O.

BOOKS

BE AN ARTIST, MAKE MONEY DRAWING comic pictures. Let the world's famous cartoonist, Eugene Zimmerman, spill a few ideas into your head. Get the Zim book—it's chock full of valuable suggestions. Price \$1.00, postpaid. Bound in 3-4 Mor. Satisfaction guaranteed. Money back if book returned within 10 days. Address Zim Book, Brunswick Bldg., New York.

Classified Advertiser

Here is what one of our advertisers says of *Leslie's Weekly*. It may be one of your competitors:

"I consider *LESLIE'S* one of the best advertising mediums on my list. The fact that the majority of requests come from intelligent people proves that *LESLIE'S* has a high-class circulation."

Guaranteed Circulation 350,000, 95 per cent. net paid.

Edition order now running in excess of 400,000 copies an issue.

Rate \$1.75 a line—minimum four lines. Beginning with Sept. 2nd issue, rate will advance to \$2.00 a line.

Forms close 21 days in advance of date of issue.

Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY NEWSPAPER IN THE UNITED STATES
ESTABLISHED DECEMBER 15, 1855

Edited by JOHN A. SLEICHER

"In God We Trust"

CXXI

Thursday, July 22, 1915

No. 3124

CONTENTS

Cover Design. "Leslie's at the Front." Drawn by Oriental Lands in the World War. Photos	E. FLOHRI
How Heroes Court Fame and Death. Drawings	74
Two Battle Incidents Pictured. Drawings	76
Editorial	77
Watching the Nation's Business	78
The Trend of Public Opinion	79
Viewing War at Close Range. With photos	79
People Talked About. Photos	80
Coaxing Canadians Back to Health. With photos	81
With the War Artists at the Front. Drawings	82
Pictorial Digest of the World's News	83
The Old Fan Says. Illustrated by "Zim"	84-85
Motorists' Column. With photo	86
Leslie's Export Promotion Bureau. With photo	88
Jasper's Hints to Money-makers. With photos	91
Prospects of Peace Remote	92-93
	MARTIN MARSHALL 94

SUBSCRIPTION OFFICES: Main office—Brunswick Building, 225 Fifth Avenue, NEW YORK. Branch subscription offices in thirty-seven cities of the United States. European Agent: Wm. Dawson & Sons, Ltd., Cannon House, Breams' Bldg., London, E.C., England. Subscriptions for all the publications of Leslie-Judge Company will be taken at regular rates at any of the above offices. Annual cash subscription price \$5.00.

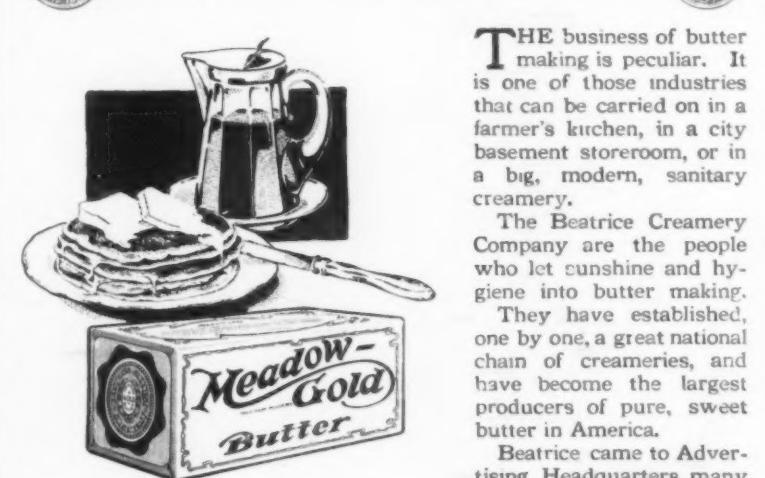
Persons representing themselves as connected with LESLIE'S should always be asked to produce credentials.

CHANGE IN ADDRESS. Subscriber's old address as well as the new must be sent in with request for the change. Also give the numbers appearing on the right hand side of the address on the wrapper. It takes from ten days to two weeks to make a change.

ADVERTISING OFFICES: Main office—Brunswick Building, 225 Fifth Avenue, New York. Western office—Marquette Building, Chicago. New England office—Tremont Building, Boston.

Address all Correspondence to the Leslie-Judge Co., 225 Fifth Ave., New York, N.Y.

THE WORLD'S BEST SELLERS



THE business of butter making is peculiar. It is one of those industries that can be carried on in a farmer's kitchen, in a city basement storeroom, or in a big, modern, sanitary creamery.

The Beatrice Creamery Company are the people who let sunshine and hygiene into butter making.

They have established, one by one, a great national chain of creameries, and have become the largest producers of pure, sweet butter in America.

Beatrice came to Advertising Headquarters many years ago. Perhaps the fact that we knew a lot about butter making impressed them. It is certain that the close co-operation between their manufacturing and selling organizations and this advertising organization has resulted in the successful extension of their creameries into one state after another.

Perhaps you have a peculiar business to stimulate. Our stockade is famous for taming and training white elephants till they will pick up needles or pull up hickory stumps.

FORCES THAT WILL PROMOTE AMERICAN BUSINESS*

By JOHN H. FAHEY

President of the National Chamber of Commerce

"If there are still extant men who ask the question, 'Does it pay to advertise?' I know their thinking is of the kind which would lead them to light factories with candles and insist upon the advantages which would accrue if the residents of modern cities still drew their water supply by bucket from the town well.

"When nations in the greatest struggle of history advertise for armies; when kings and emperors and sultans come down from their thrones to seek the attention of the world and present their pleas and defenses through the press; when it has become the daily bread of a large part of the world's business, it is indeed a man of limited mentality who still questions the power of publicity. Its value to society has in fact so impressed itself that today publicity is the light of the world. It may be said, with little element of speculation in the assertion, that if publicity had characterized dealings between the nations of Europe during the last fifty years, and secret diplomacy had been eliminated, the present world war, with its terrorism and threat to all civilization, would not now be raging.

"The power by which hundreds of thousands of minds, yes, millions of minds, may be turned to consideration of the same thing at the same time is a wonderfully useful influence. Whether that power is employed to make millions think of the policies of the government or the homely comforts and economies affecting their daily lives, the underlying value of this power is the same; the advantages to be gained from its use are identical.

"It is often contended that you cannot advertise successfully when business is bad, but the extent to which confidence may be restored and enthusiasm reawakened by enterprising advertisers under adverse conditions was demonstrated again and in remarkable ways during the period of uncertainty which prevailed in our own country immediately after the first of last August. Once more it has been shown that the public demand for commodities always exists in greater or lesser degree. It is simply a question of brains and ingenuity in securing response under conditions a little harder than usual.

"You of the world of advertising are a part of business and an important part. I have said that the responsibilities of leadership in business thought lie especially upon you, because in your daily lives yours is the art of influencing the human mind, of stimulating mental processes in common with all other kinds of business men, as well as other classes among our citizens.

"There is no power in citizenship which can be more useful to the nation, if exercised wisely, fairly and intelligently, than the business men working together in all parts of this country without partisanship and without prejudice for its general upbuilding."

"Many notable addresses on Better Business were delivered to the 7,000 business men who attended the great convention of the Associated Advertising Clubs of the World in Chicago, June 20-21. The above extracts are part of one of those which seems of such general interest to the 500,000 business and professional readers of *Leslie's* (in reality, all BUSINESS men) as to warrant being published as a series in the advertising columns of *Leslie's* by the advertising department. An address by James Keeley, editor of the Chicago Herald, will appear in next week's issue.

Luther Ternell
Advertising Manager.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA
NEW YORK - BOSTON CHICAGO

In answering advertisements please mention "Leslie's Weekly"

How Heroes Court Fame and Death



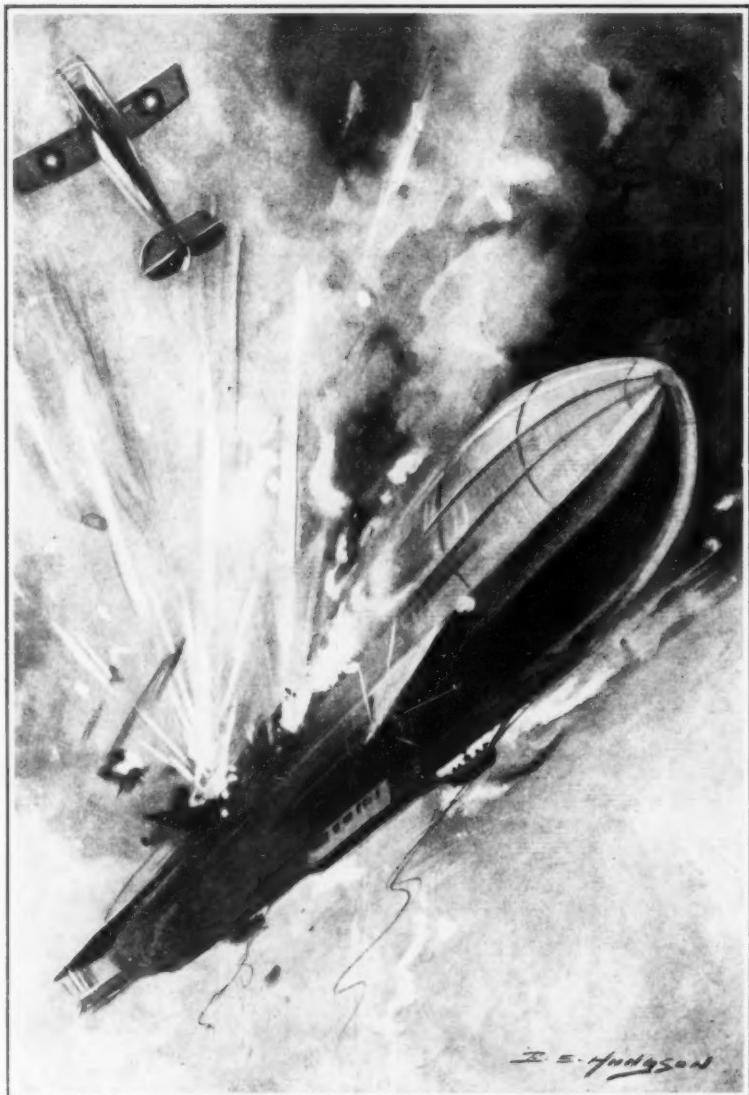
DRAWN BY CHRISTOPHER LARK FOR THE SPHERE

DEATH OF LIEUT.-COL. BIRCHALL AT THE HEAD OF THE FOURTH CANADIAN BATTALION

COPYRIGHT BY S. C. HERBERT CO.

At a critical hour in the battle of Ypres the Fourth Canadian Battalion was in the lead of the forces that were storming the German's newly established first line under a rain of shot and shell such as men have rarely faced. Lieutenant-Colonel Birchall advanced at the head of his

men, carrying a light cane and encouraging them by word and example. Just as the line had steadied down for the last rush he fell dead, but his command swept on and took the trench, thereby stopping a German flanking movement that threatened widespread disaster.



WARNEFORD DESTROYS THE ZEPPELIN

A few men have won greater fame in this war than Flight Sub-Lieutenant R. A. J. Warneford, R. N., who was given the Victoria Cross for destroying a zeppelin near Ghent by dropping on it from his aeroplane a bomb. The explosion that ensued turned his machine upside down, but he righted it and landed safely.

COPYRIGHT LESLIE-GRAFIC SERVICE



UNTIMELY DEATH OF WARNEFORD

Only a few days after his brilliant feat in destroying the zeppelin Lieut. Warneford fell to his death while making a practice flight near Paris. He had with him Henry Beach Needham, an American writer, who was also killed. The accident was due to a defect in the machine. Warneford was given a military burial in London, with splendid honors.

COPYRIGHT LESLIE-GRAFIC SERVICE

Two Battle Incidents Pictured



HIGHLANDERS OF THE FRENCH ARMY TAKE A TRENCH WITH THE BAYONET

COPYRIGHT LESLIE'S ART DEPARTMENT

The Chasseurs Alpins are the Highlanders of France, and they are called by the Germans the "Blue Devils" because of their distinctive blue uniforms and their desperat: courage. In the scene pictured here they are shown taking a trench with the bayonet. The seventy-fives had poured a terrific shrapnel fire on the trenches, under cover of which the chasseurs had advanced, the Germans being unable to show their heads above ground. The seventy-fives

are so accurate that they can fire over the heads of the advancing column until it is within 50 yards of the enemy. Then the fire is suspended, to be resumed after the enemy's position has been taken, but this time it is directed at a point in the rear of the trench, forming a screen that cuts off counter attacks. Nevertheless counter attacks often occur, and trenches taken by one side after fierce fighting and great loss of life are retaken by the enemy.



WHERE THE RESERVES SAVED THE DAY FOR THE ALLIES

COPYRIGHT A. T. MCGRAW CO.

At the second battle of Ypres the French were driven back in confusion by the poisonous gases used by the Germans. Our artist depicts a scene where the retreating Turcos and fleeing civilians overwhelmed a British reserve post. A staff officer galloped up shouting orders to form

and advance, and the reserves obeyed as coolly as if on parade, despite the wild confusion of the fugitives and the rain of German shells that was turned on them. They advanced and stopped the victorious Germans, thus preventing a rout.

How Heroes Court Fame and Death



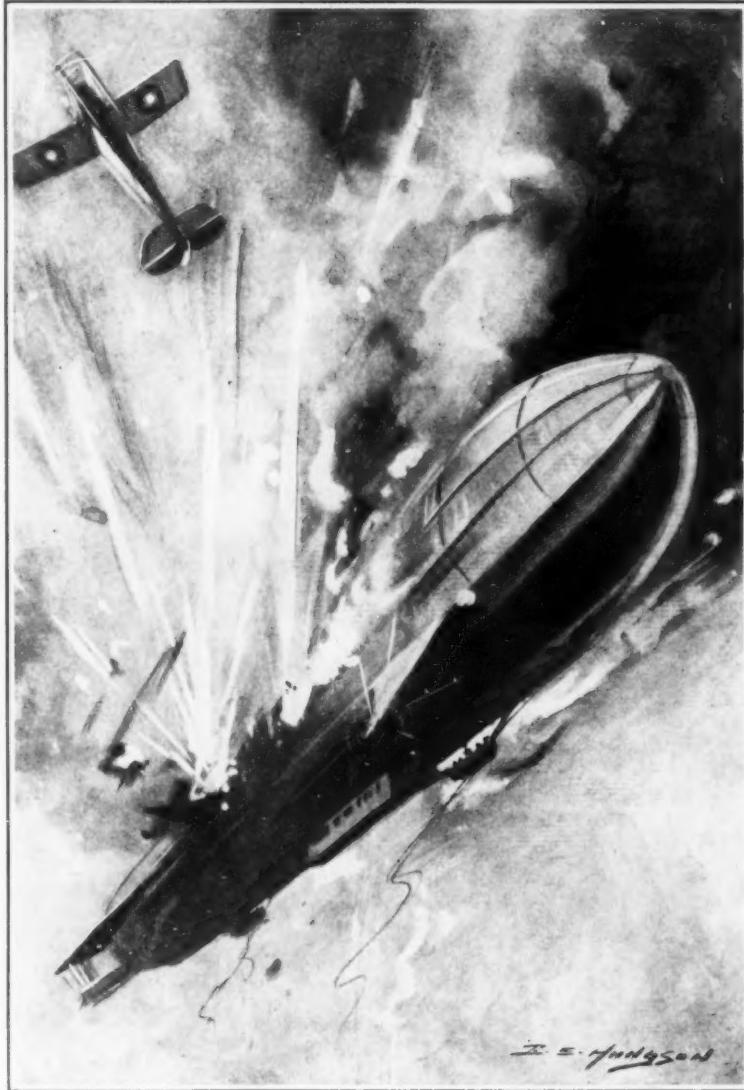
DRAWN BY CHRISTOPHER CLARK FOR THE SPHERE

DEATH OF LIEUT.-COL. BIRCHALL AT THE HEAD OF THE FOURTH CANADIAN BATTALION

COURTESY OF N. Y. HERALD CO.

At a critical hour in the battle of Ypres the Fourth Canadian Battalion was in the lead of the forces that were storming the German's newly established first line under a rain of shot and shell such as men have rarely faced. Lieutenant-Colonel Birchall advanced at the head of his

men, carrying a light cane and encouraging them by word and example. Just as the line had steadied down for the last rush he fell dead, but his command swept on and took the trench, thereby stopping a German flanking movement that threatened widespread disaster.



COURTESY LESLIE-GRAFIC SERVICE

WARNEFORD DESTROYS THE ZEPPELIN

Few men have won greater fame in this war than Flight Sub-Lieutenant R. A. J. Warneford, R. N., who was given the Victoria Cross for destroying a zeppelin near Ghent by dropping on it from his aeroplane a bomb. The explosion that ensued turned his machine upside down, but he righted it and landed safely.



COURTESY LESLIE-GRAFIC SERVICE

UNTIMELY DEATH OF WARNEFORD

Only a few days after his brilliant feat in destroying the zeppelin Lieut. Warneford fell to his death while making a practice flight near Paris. He had with him Henry Beach Needham, an American writer, who was also killed. The accident was due to a defect in the machine. Warneford was given a military burial in London, with splendid honors.

Two Battle Incidents Pictured



HIGHLANDERS OF THE FRENCH ARMY TAKE A TRENCH WITH THE BAYONET

COPYRIGHT LESLIE'S MAGAZINE LTD.

The Chasseurs Alpins are the Highlanders of France, and they are called by the Germans the "Blue Devils" because of their distinctive blue uniforms and their desperate courage. In the scene pictured here they are shown taking a trench with the bayonet. The seventy-fives had poured a terrific shrapnel fire on the trenches, under cover of which the chasseurs had advanced, the Germans being unable to show their heads above ground. The seventy-fives

are so accurate that they can fire over the heads of the advancing column until it is within 50 yards of the enemy. Then the fire is suspended, to be resumed after the enemy's position has been taken, but this time it is directed at a point in the rear of the trench, forming a screen that cuts off counter attacks. Nevertheless counter attacks often occur, and trenches taken by one side after fierce fighting and great loss of life are retaken by the enemy.



WHERE THE RESERVES SAVED THE DAY FOR THE ALLIES

CO. TIGLIETTI, V. V. HEROLD CO.

At the second battle of Ypres the French were driven back in confusion by the poisonous gases used by the Germans. Our artist depicts a scene where the retreating Turcos and fleeing civilians overwhelmed a British reserve post. A staff officer galloped up shouting orders to form

and advance, and the reserves obeyed as coolly as if on parade, despite the wild confusion of the fugitives and the rain of German shells that was turned on them. They advanced and stopped the victorious Germans, thus preventing a rout.

Leslie's Illustrated Weekly Newspaper

New York, July 22, 1915

EDITORIAL

Let the Thinking People Rule

A Warning

THE ambition of every young man is to win a name, a reputation, and a fortune. His first and last thought is of himself. As he grows older and achieves success, his ambition changes. Mellowed by age, he begins to think of someone besides himself.

He has been through the strain of business. He has reached the goal of success. His horizon has been enlarged and he looks farther than the confines of his own business. He finds a wide, wide world with all its inequalities, inconsistencies and injustices.

Having solved his own problems, he thinks of the problems of his fellow men and, with the same eager ambition with which he won his own victory, he seeks to achieve something for others. This is the explanation of the generous philanthropies of our men of wealth who have passed the meridian of life and are moving toward its sunset.

It is a mistake to believe that the current movements for the improvement of the welfare of the working masses originated in this country. They had their birth in foreign lands, where the struggle of the working man and woman has left a trail of penury, suffering and misery. In this country, with the highest scale of wages in the world, no such wide-spread suffering exists. Hence the ceaseless, long-continued stream of immigration from other lands to our shores. Wider opportunities, greater freedom and higher wages have made the United States the premium market place for labor.

The movement abroad for a higher welfare for the working people was reflected in the United States. No matter how much better the conditions of labor here, it was felt that these conditions might be improved. The world-wide movement for higher wages and shorter hours, improved sanitary conditions in the homes of the masses, opportunities for better education and a higher life found its ready endorsement in our cities.

The work has gone on steadily. It has had the earnest support of our great captains of industry. Profit-sharing, pensions, homes for the humble wage-earner, the care of children, public parks, playgrounds, baths—all these have come and with them the most careful devices for the protection of workers while at work. Workmen's compensation laws have added their promises of support for the disabled and the care of the bereft.

All this is undeniable, yet in the face of it, there are some so unreasonable that they challenge what has been done. They denounce those who are doing all they can for not doing much more. The head of every family knows what this means, for there is always a truculent child to complain that the father and mother, with all their devotion and self-sacrifice, are not sacrificing enough.

We warn the American people against the harmful tendency of the times. Some of our public men rush forward too fast. We recall the startling declaration of a cabinet officer, Secretary of Labor Wilson, that the title of property conveyed to the owner by law might also be taken away from him by statute. The Constitution of the land, fortunately, provides against confiscation. The destruction of property rights can be brought about only by the violence of a revolution as it was in France. When the terrible turmoil was over, what remained? Nothing for either rich or poor. The building had been burned and the ashes were valueless.

It is high time in this country that the advocacy of a gospel of unrest, envy and destruction, should be repressed. It is time to encourage our captains of industry in the good work of using their accumulated wealth for the benefit of our great educational, benevolent and social institutions. Perhaps they have not done enough. Let us encourage them to do more. Other nations honor such men as public benefactors, and welcome them with open arms.

It does no good to permit demagogues to stir up the people to discontent; to break down established industries, to cripple great railway systems and handicap trade and commerce. Out of all this wretched work there is only one beneficiary, viz.: the sleek demagogue who is forever seeking the fattest offices and the richest opportunities for

Give Every Man His Chance

By LINDLEY M. GARRISON, Secretary of War

THE least government that is consistent with the proper doing of those things that must be done collectively, the better: the more the individual citizen is permitted to expand, develop his character, his energy and his talent without hampering restrictions, the better.

graft. He is the disturber of the common peace. While the disturbance goes on, he picks the people's pockets.

Driving Our Own Flag Out

IT is one thing for a nation to have its flag driven from the seas by the fortunes of war. It is another thing for a country to heap this ill fortune on its head by its own legislation. Such misfortune the United States has brought upon its shipping interests in the Pacific by the passage of the La Follette Seaman's bill. The Robert Dollar Steamship Co. and the Pacific Mail Steamship Co. have already announced that they will be compelled to retire from business when the law becomes operative in November next.

At present most sailors in the Pacific service are Japanese or Chinese. The language provision of the Seaman's bill, which would compel the employment of at least 75 per cent. of Americans, would, in the case of the Pacific Mail, mean an additional expenditure of over \$600,000 a year for wages alone. This and other features of the act make it impossible for an American line of ships to compete in the Pacific with the subsidized Japanese lines. Intended by its supporters to help American labor, it will drive both American ships and American labor from the Pacific.

A remarkable feature of the measure is its attempt to regulate the wages and contracts of sailors upon foreign ships. Irrespective of what his contract may be it would give to a foreign sailor in an American port the right to claim half his wages on the spot. Mr. Andrew Furuseth, who for the last twenty years has stood sponsor in Congress for seaman's legislation, says that the Japanese are as eager for a higher wage as any other seamen and that the Japanese ship owner will be glad to pay some of his subsidy to his seamen in order to prevent them from deserting in American ports.

But will Japan or any other country acknowledge the right of the United States to interfere with the contracts of their ship owners? Spain, Italy, Austria-Hungary, the Netherlands and Great Britain have already registered their objections to the Seaman's act. Twenty-one of the principal countries of the world have been informed by the United States that it intends to terminate provisions of existing treaties which conflict with the act. If this is not agreed to, it will mean the termination *in toto* of these treaties, some of them of many years' standing, covering all the business and diplomatic relations between this and other countries.

It is reported that President Wilson has directed the Department of Commerce to investigate the law's effect on American commerce with the thought of possible amendment to it when Congress convenes. But why did Senator La Follette insist on passing the bill, and why did the President sign it at the very time when he was arguing for the upbuilding of our merchant marine through governmental ownership? Was it believed that the La Follette bill would not stand the test of the courts or our solemn treaties with twenty-one of the great powers? Was it simply a sop to the labor vote?

Why did not the Senate and the President listen to Senator Root? Discussing in the Senate on February 26th the provision of the act requiring payment of wages on foreign ships in American ports, he pointed out that the United States had no power to enforce a contract made in a foreign country between two persons in that country; while to assert, as this bill does, that our courts would enforce a claim made by a foreign sailor in our ports in violation of his contract would be tantamount to saying that American courts would assist one party to violate the contract as against the other. Can we expect any foreign country to submit to such dictation from the United States?

Why didn't Congress and the President listen to Senator Root before the President signed the bill? We don't expect an office holder, even though he be the President, to be altogether oblivious of the voter, but when it comes to questions of justice and international relationship, such as this bill involves, we expect the Chief Executive to say to the politicians, "Thus far shalt thou go and no farther."

The Curse of Politics

SHAMEFUL! More than half the public officials of the United States depend upon politics for their jobs, so every incoming Governor, Senator and Representative and every county official of prominence must

spend a good part of his time in dealing out jobs to a clamorous crowd of "workers," some fit but many notoriously unfit. The eyes of the people of New York State were opened by Mr. Whitman, then Republican candidate for the Governorship, when he went from city to city and read to the assembled multitudes the names of convicted felons who were filling responsible public places. He asked the simple question of the people: "Do you want such men kept in office?" And the reply of the people was a plurality for Mr. Whitman of nearly 150,000.

Richard Henry Dana, of Boston, President of the National Civil Service League, says that only 61 per cent. of the 475,000 persons in the Civil Service of the Federal Government, with annual salaries aggregating \$400,000,000, are under a strict competitive merit system. That is, 40 per cent., or nearly 200,000 Federal office holders, are given jobs as political favors and taxpayers foot the bill. This is the reason why taxes are heavy, rents high and living higher—the main and principal reason. The people are just awakening to the fact and recognizing that the remedy lies in their own hands and at the polls.

The Plain Truth

NAIL HITTERS! "You are hitting the nail on the head every time and are doing a world of good." So says one of the master builders of industry of New York, in a letter to the editor of LESLIE'S. From Toledo, another writes, "Your fair play editorials are appreciated by the business public generally." From Dallas, Texas, comes a letter of bitter criticism of Chairman Walsh of the Industrial Commission, and an appeal to LESLIE'S "to dress him down." Our Dallas friend sums up the situation when he says: "Ill fares the industrial peace of a country where the demagogue reigns." From a manufacturer in New York comes these encouraging words: "The growing strength of the circulation of your publication is evidence that vigorous and healthy blood is not unwelcome to the brain-cells of the Nation, so to speak. More power to you!" We are heading in the right direction.

STARVATION! Cut prices and high wages don't go together. We are demanding a short day and high wages, the abolition of the sweat shop and child labor, and at the same time rush to the "cheap bargain counter" to buy things which could not possibly be made under anything else than sweat shop conditions. Note these current prices from department store "ads": Men's negligee shirts 68c; boys' blouses, regular \$1 stock, at 50c; French hand-embroidered petticoats, regular stock prices from \$2 to \$4, at 95c; combination suits for misses and children 25c; 65c negligee shirts at 39c. We believe in high wages, a high standard of living and relatively high prices. When you go to the store and buy articles, into the making of which human labor has entered, at a price barely in excess of the actual cost of the goods, you are giving your support to a system of starvation wages. If the public is sincere in desiring to protect women and little children from hard labor, in keeping up wages and improving conditions of living, the mad rush for the bargain counter is not the way to do it. A fair price for what one buys is a condition precedent to high wages and a high standard of living.

DESERVED! The erection of a statue of the Hon. Andrew D. White, at Cornell University, and its unveiling in his presence with appropriate ceremonies may be called the crowning honor of Dr. White's long and worthy career. It is only very rarely that it falls to a man of note to have his image set up during his lifetime. Usually the public defers this tribute until the record of the object of it is fully made up and closed. In Dr. White's case, however, the act was far from premature. Not because he is 83 years of age, for he is more vigorous than many men of lesser years, and his period of usefulness is by no means at an end; but because of the known quality and character of the man. The world has passed a favorable judgment on him which it is inconceivable that anything can happen to reverse. Cornell placed his counterpart in bronze on her campus primarily because he was her first president and as such gave the youthful institution a magnificent start and aligned her with the oldest and greatest of our temples of learning. As an educator Dr. White was a star of the major rank. But Cornell alumni, with all intelligent Americans, also profoundly appreciate the other capacities and traits which have given Dr. White international recognition. A scholar and thinker of exceptional powers, a writer of high literary skill, he has made his mark in the solid literature of his time. In addition he has rendered distinguished service and won laurels in political and diplomatic fields. An estimable personality has added effect to Dr. White's ability in whatever position he has held. He is one of the finest figures in American life, a citizen of such eminent worth as to be an influence for good all over the land.

Watching the Nation's Business

By THOMAS F. LOGAN, LESLIE'S WEEKLY Bureau, Washington, D. C.

Republican Candidates

CANDIDATES for the Republican nomination for President can now be classified under four general headings—first, those who are willing and well-equipped; second, those who are reluctant, but well-equipped; third, those who are anxious but dis-qualified by temperament and past performances, and, fourth, those who are passive, but possible. At the present time the entries number eighteen. The complete list is: Charles E. Hughes, Elihu Root, Charles S. Whitman and Theodore Roosevelt, of New York; William Howard Taft, formerly of Ohio, now of Connecticut; Philander C. Knox and Gov. Martin G. Brumbaugh, of Pennsylvania; Theodore E. Burton, Myron T. Herrick, and Frank B. Willis, of Ohio; John W. Weeks, of Massachusetts; Albert B. Cummins, of Iowa; William E. Borah, of Idaho; Lawrence Y. Sherman and James R. Mann, of Illinois; Charles W. Fairbanks, of Indiana; Robert M. La Follette, of Wisconsin; and William Alden Smith, of Michigan. It is extremely probable that the candidate of the Republican party who will run against Woodrow Wilson for the Presidency in 1916 will be selected from among the present entries. Of those mentioned, all are in agreement upon the protective tariff principle, with the exception of La Follette, who, while in the anxious class, is regarded as disqualified because of his vote for the Democratic tariff bill. Much will depend upon the personal platforms announced by the different candidates between this time and the day on which the convention meets.

Deficit Caused by Low Tariff A N optimistic Treasury Department statement recently set forth that there was a net balance in the general fund on July 1, 1915, amounting to \$82,025,716. This figure means nothing as an indication of the financial condition of the United States government. The Treasury Department's own figures admit that the excess of disbursements over revenues amounts to \$64,000,000 in round figures. That this deficit is due almost entirely to the lowering of the tariff, and not to the European war, is shown by the Treasury's admission that collections from customs for 1915 amounted only to \$209,000,000 as against \$299,000,000 in 1914, a loss of about \$90,000,000 in round figures. In the first nine months of the operation of the existing tariff law, which was before the European war began, the loss of revenue amounted to more than \$30,000,000. The loss from this source has been progressive. The war has by no means stopped importations, as is sometimes stated from what should be regarded as responsible sources. The figures of the Department of Commerce show the real condition of affairs.

According to these figures, the imports for May, 1915, totalled \$142,000,000—eight million dollars more than in May, 1913, when the protective tariff was still in effect.

Trespassers Who Meet Death

DESPITE all the safety precautions taken by the railroads and the existence of laws against trespassing in some of the states, there was a total of upward of 11,000 accidents to trespassers on steam railroads in the year 1914. According to an announcement made in Washington, after a careful investigation, it has been found that of these accidents 4,746 resulted in the death of the trespassers. The railroads have tried their best to prevent this unnecessary loss of life. They have spent millions of dollars in safety devices. Neither their precautions nor the enactment of appropriate legislation will materially reduce the trespassing without the support and assistance of the public. The railroads themselves feel that parents should use their influence with their children to keep them away from the railroad tracks; that loiterers should realize the danger; that the authorities should take every precaution against this dangerous practice and punish those who engage in it, if for no reason other than the protection of the persons themselves.

Mail Subsidy For U. S. Ships

POSTMASTER GENERAL BURLESON recently asked for bids on a five year contract, to begin on October 12th, for carrying the American mails to Europe. The bids will be a mere formality, as only one line, the American line, now a part of the International Mercantile Marine, is equipped to perform the service. Payment is to be made, as in the past, at \$4 per mile, whereas other steamships receive fees for carrying the mail on a pound basis, eighty cents a pound for letters and postal cards and eight cents a pound for other mail matter per voyage. Mr. Burleson is opposed to ship subsidies, but continues the policy of preceding administrations, because he fears that the mail service may suffer if the present ten years' contract is allowed to lapse. While the indirect subsidy is infinitely smaller than is paid by European nations, this government benefits in the same way as a foreign country, since the steamships which are benefited, the St. Paul, New York, St. Louis and the Philadelphia, were built with provision for mounting heavy guns in case they should be called upon, in fulfilment of the mail contract, to place themselves at the disposal of the Navy Department in case of war. While foreign nations have built up large merchant fleets by the payment of subsidies, and have reaped the benefit of increased foreign trade, politicians have had a superstitious dread of

such a policy in the United States. Yet the American government, in the early days of its existence, built up a large merchant marine by the most sensible form of subsidy—putting a higher tariff rate on goods shipped in foreign bottoms than upon goods shipped in American bottoms. The goods which came to the United States in American ships received a ten per cent advantage. The last Congress, in enacting the tariff law, provided for a five per cent preference, reviving the old and well-proved principle, but the Attorney General held that the provision was in conflict with existing commercial treaties with certain foreign nations—treaties which are ignored by the European signatories and which should have been abrogated long ago. Consequently, the preferential rate, which would have built up an American merchant marine, went by the board.

Americans Competing Against Themselves

HOW America has been competing against itself, throwing away its substance, robbing its mines, its forests, its soil, and selling its natural resources in competition with itself was told recently to the Federal Trade Commission by John D. Ryan, a large copper producer who represented the Foreign Trade Council. Mr. Ryan was addressing himself to the question of co-operation among American dealers for the foreign trade so that they might compete with the well-organized combinations of Europe. He pointed out, for instance, that the copper producers of this country turn out 70 per cent of the copper of the world. They export 60 per cent of what they produce. Of that 60 per cent, practically half, until the war began, went to Germany, the greatest competitor of this country as a manufacturer of metals. Germany re-exported about half of the copper that it took from this country, in manufactured form, and sold it to the rest of the world, including the United States. Mr. Ryan explained how large foreign buyers cabled him that one of his competitors was offering to supply copper at a certain low price. Under the existing anti-trust laws Mr. Ryan didn't dare to call up his competitor to ask whether this was so, or to make any arrangement whereby they might divide the business and get a reasonable profit from the foreign buyers. This has been found embarrassing by all American exporters, who have been lowering the price of American products to the foreign combines, while the foreigners have been sitting back, smiling happily at the stupidity of the United States. It is wholly probable, however, that the Federal Trade Commission will recommend a change in the law, to permit Americans to unite their forces for the export trade.

The Trend of Public Opinion

By CHARLTON BATES STRAYER

The Difficulties of Neutrality

TO be neutral when all the world is at war is no easy task as the United States is learning. The activities of agents of two European governments in getting their nationals to return home for military duty have caused several arrests. Five Englishmen were taken into custody several weeks ago at San Francisco charged with enlisting men here for the British army. Early in July it became apparent that many Montenegrins were being mustered to return to their native country. A party of 145 en route from Globe, Ariz., to Vancouver, B. C., was detained at Portland, Ore., for several hours, but was allowed to proceed after the leaders had been arrested and put under heavy bail. Captain V. Seferovich was arrested in New York on a similar charge and two arrests were made at Bisbee, Ariz. It was alleged by the government investigators that Montenegrin Red Cross funds were used to pay the fares of recruits. There is nothing in the laws of the United States that forbids any man to leave this country for the purpose of enlisting in a foreign army; but he must not enlist or induce anyone else to enlist while on American soil. The German and French governments carry their reservists on the army lists and in case they are needed for military duty they know just where to report. Great Britain and Montenegro have no such system and British and Montenegrin subjects in this country who leave to render military service do so as volunteers. The British authorities make the claim that the furnishing of transportation home does not constitute an enlistment and the British Ambassador has made a vigorous protest to the State Department. The outcome of the prosecutions of the British and Montenegrin agents will be watched with interest.

Meantime wireless has presented another neutrality complication. It has been alleged that the powerful wireless telegraph station at Sayville, Long Island, which is owned by a German company, has been used for unneutral purposes despite the strict censorship maintained by the federal government. The United States has assumed charge of the Sayville plant as it did, last September, of the one at Tuckerton, N. J., and will operate it for the benefit of the owners until the end of the war. It is chiefly objected that it might be possible, under private operation, to send messages from the Sayville station to German submarines, which is held to be a clearly defined breach of neutrality. In San Francisco a federal grand

jury has indicted several officers of the *Sacramento*, which sailed last fall from San Francisco to Valparaiso with a cargo of provisions. She arrived at that port light, her officers announcing that she had been captured by German warships and her cargo looted. The steamship *Mazatlan* has been refused permission to change her registry from Mexican to American because she supplied the cruiser *Leipzig* with coal in the same way.

Growing Power of the Submarine

APPARENTLY the submarine is yet to play a really important part in the great European war. Its feats hitherto, though destructive, have not been features of a well-organized campaign. But now the Germans, who have made the most use of undersea boats and who have wonderfully developed them, threaten to send a fleet of these vessels to patrol the sea-lanes leading from Canada to Great Britain, in order to cut off commerce and to prevent transport of troops from the Dominion to the mother country. The plan is to establish bases of supply on some of the islands near the Gulf of St. Lawrence which are undefended and which a single submarine could dominate. These being British or French possessions, their occupation by belligerents would be entirely justified, and doubtless supplies could be delivered there from neutral sources. The vessels would lie in wait for ships plying to and from Canadian ports and seek to destroy them. Naval officers declare that the scheme is perfectly feasible, and if carried out would be a severe blow to the countries concerned. It might be also extended so as to menace France and Italy. The Germans have already built submarines of a size and strength undreamed of before this war. It is asserted that their latest models have a voyaging capacity of 5,000 miles from a base of supply, and that one of them actually sailed from Germany to the Dardanelles, where it torpedoed an enemy warship. The craft which attacked and sank the *Armenian* is said to have been 250 to 300 feet long and it was equipped with guns as well as torpedo tubes. It rose to the surface and stopped the escaping merchantman by shelling and did not need to torpedo her, although it finally did so. The *Armenian* was destroyed in accordance with the accepted rules of marine warfare. There are hints of the construction of still larger submarines, carrying even heavier cannon and approximating small cruisers in dimensions and power. Should this prove a fact, the Germans might be able to carry on submarine warfare without any question

of violating international law. The huge submarine would not fear to show itself to any merchantman and could, safely to itself, enforce the right of visitation and search. It is possible that the submarine will not long be "blind," dependent for safe steering on an easily destroyed periscope. Human skill must yet devise a way to enable the submerged vessel to "see" at all times what is going on above water and thus to make its way with certainty. Already an apparatus has been invented to enable British submarines to detect the proximity of other vessels by sound. Until universal peace is assured, the experts say, the nations would do well to give more attention to submarines. The latter may not, as Admiral Scott of England predicted, some day render dreadnoughts useless, but they bid fair hereafter to be potent factors in naval strife.

The Work of a Madman

E RICH MUENTHER, the professor of languages who exploded a bomb in the reception room of the Senate in the Capitol at Washington, attempted to kill J. Pierpont Morgan, and boasted in a letter to his wife that he had taken steps to encompass the destruction of a trans-Atlantic liner, was undoubtedly a madman. Since 1906 he had been a fugitive from justice with an indictment for the murder of his wife hanging over his head. He had disappeared from Cambridge, Mass., where he had been an instructor in Harvard university, and for nine years had gone about the country unmolested. He was recognized by several former associates who did not feel themselves obliged to notify the authorities of Massachusetts of his whereabouts. Until recently he had been teaching German at Cornell under the name of Frank Holt. Yet everything points to the fact that he was mentally unbalanced and had been for a long time. His death by suicide in the Mineola, N. Y., jail made it difficult, if not impossible, for the police to learn whether he worked alone or was the agent of an organization of conspirators. That he was inspired by partisanship for Germany to commit the crimes he did cannot be questioned, but there is no proof that he was anything more than an irresponsible madman acting on his own unbalanced impulses. The outbreak of fire on the liner *Minnchaha* in mid ocean on July 8th was promptly ascribed to Muenthaler, but it was by no means a unique case. At least four attempts to destroy allied ships by secreting bombs on board have been revealed recently.

Viewing War at Close Range

By HON. LAFAYETTE YOUNG

EDITOR'S NOTE:—This is the second of Mr. Young's interesting articles on the European war, written especially for LESLIE'S. The third and last one, "How Long Will the War Last?" will appear next week.

THOUSANDS of American people are talking about peace when, as a matter of fact, the European war is only fairly started. There is nothing to indicate the near approach of peace. If peace were declared now, nothing would be settled. There have been no material changes in the battle line through France and Belgium since the end of the Battle of the Marne, September 13th, last. This war is celebrated for two masterful retreats. The French and British allies retreated from Mons and stopped near Paris. After the Battle of the Marne came the German retreat to the valley of the River Aisne. The Germans stopped at this valley and again defeated the Allies. Then the men of both armies began the work of digging trenches and have been at it ever since. In some cases, for short distances, the opposing trenches are within 30 or 40 feet of each other.

The two lines represent three millions of men. They are supplied by their respective quartermaster and commissary departments by the use of automobile trucks. Horses and wagons are used on the intersecting dirt roads. The feeding of the great armies is one of the triumphs of efficiency and the French are not one bit behind the Germans in this respect. The twenty millions of men comprising the armies of Europe are supplied with their necessities with less trouble and annoyance than two hundred thousand men were cared for in the American Civil War or in the Franco-Prussian war.

The trenches are open at the top. There are side rooms dug somewhat deeper. In bad weather the trenches are troubled with snow or rain. Drainage is never easy and often impossible. The feet of the soldiers are kept out of the water by corduroy floors made of small limbs of trees. The trench accumulations, which formerly defied sanitation, are now burned up with chemicals.

The men in the first-line trenches are the watch dogs. They serve but a few hours at a time. As observers their duties are exacting. They must know everything that is going on in the trenches of their opponents. They never sleep. Their provisions are brought to them through the zigzag approaches. In the first line-trench, men walk on tiptoes and talk in a whisper. They never stick their heads above the top of the trench.

Some distance back of the first-line trenches are the second lines, representing the reserves. The second lines are assistants to the first lines. Men in the second line consider it an honor to be detailed for the first line. In some cases they have wooden buildings of their own construction. It is from the second-line trenches that all the fantastic stories come in regard to carpets, pianos, cook stoves and pictures on the wall.

I saw trenches with fantastic names; I saw mottoes on the entrances to the underground habitations; I saw habitations in the second-line trenches built of wood and having many comforts. I saw men washing their clothes in a near-by stream and not far away I saw the rifle range where the skill of a soldier is tested out before he is made a sharpshooter or detailed to the first-line trench.

The reader must not have a misunderstanding in regard to trenches. It is fashionable to throw pictures on the screen representing handsome young men, lying flat, partly in the trench and partly above, firing in a most romantic way toward the enemy. Such a trench would meet the wants of a matinée idol, but would be extremely dangerous in war. When armies are marching rapidly, or when an engagement is suddenly sprung, anything will do for a little protection. But when an army is settled, the soldier is not visible above the ground. The trenches in France and Belgium are deep enough to protect a man six feet high. They are so narrow that two substantial men can not pass. Nobody sticks his head above the trench to fire. If men thus exposed themselves, this would be a short war. Every head would catch a bullet. A grandson of the great Gladstone, in the English army, was annoyed by sharpshooters and rose up to see where the bullets came from. He did not see far, but he got a bullet through the brain. The sharpshooters are not usually in the trenches. They are in some place of concealment. They watch for many hours before getting a chance at human game. They say it is fascinating to thus watch for and kill a man.

In company with several correspondents I put in one day in the first-line trenches of northern France. I need not relate that the crack of the rifles and the bursting of shells which passed over made it an exciting day. We were led by a French captain, especially detailed for that purpose. We drove in automobiles from Amiens north and east to a point where there has been serious fighting since. Amiens is a city 1,600 years old, and has experienced many



HOUSE TO HOUSE FIGHTING
A photograph made during the capture of Neuville St. Vaast, where the town was taken literally one house at a time.

wars. While we were there the German taubes were dropping shells in that neighborhood. Preparatory to our trench work, we put in one day with hospitals, which included a call on the commanding general of the department, and one day with the aeroplanes.

The aeroplane department we found on high ground some ten miles from the German lines. We found numerous buildings and ample supplies of materials and men. Soon after our arrival a bird-like aviator sailed back home and came to the ground. He was the maddest man in France. He had been away on an inspecting tour above the German lines. And the German sharpshooters had hit his machine about 200 times. They also hit the heel of his shoe, without doing damage to his foot. He had plenty of bombs on his own aeroplane but the dropping apparatus did not work. Hence, he could not reply to the German sharpshooters. The hills were alive with aeroplanes. Some were sailing away down the valley of the Aisne; others were being equipped with bombs. The bomb is carried in a receptacle under the forward end of the aeroplane. The aeroplane bomb is about four feet long. Nearly one-half

of the length is dressed off to a feather shape so that when it is discharged the heavy end will go downward. The heavy end contains the cap which makes the explosion. The aeroplane bomb when it strikes the earth makes a noise like a six-inch gun.

Before going to the first-line trenches, our captain said we must have more education in the line of dangers. So we spent our second day on the ridges with the artillery. We formed an intimate acquaintance with the three-inch guns which throw shrapnel and melinite shells. Down the valley of the River Aisne the German artillery is on one range of hills and the French on the other. Between these two ranges are the double or triple rows of trenches representing both contending armies. For nearly an hour before reaching the French artillery we were impressed by the roar of cannon to the right and to the left. I have no doubt some of our party wondered what it would really be like when we were closer; also wondered where these flying shells were likely to burst. For a time our fears were lulled by seeing women and boys in the fields preparing the soil for the crops, and by seeing a number of sheep grazing.

On the way we met a large body of French cavalry, made up of natives of Morocco. Their dress was picturesque and they sat in the saddle perfectly. They gave us the right of way and a military salute. We traveled through ruined villages where there had been fighting last September; we looked upon graves newly made in the fields, and finally we reached the point where we would get out of our cars. We found ourselves starting up a wide gully between two hills, not very important in height. Soon we came to a homemade stairway leading to the top of the ridge, the ridge being a part of a range of ridges. Our party went up two and two. Our artillery officer said, "Walk lightly; do not talk; even a whisper can be heard in this valley." When we were on the upper range we found ourselves in a battery of three-inch guns. They were well behaved and secluded. The Germans were not supposed to know they were there.

During our movements along the hills the cannons were roaring and the shells were passing back and forth from ridge to ridge. Again our artillery officer warned us. He said, "If you see a shell coming do not try to run away from it; lie flat down. You are just as liable to escape that way as any other." There was no battle in progress, but there is cannonading every day; also sharpshooting. The artillerymen have their dugouts on the hill tops. In some of them they have peep-holes and periscopes; also telephone facilities with good switchboards. When there

is trouble in the trenches, messages go by telephone to the artillery and there is responsive action.

In a secluded spot I was given a seat with a periscope and other scientific appliances and some of the three-inch guns on our right and left were put into action. I watched the shells light and heard them burst. They did not fall into any of the German trenches but in many places they came near it. But no matter how near the shells dropped, there came no sign from the German trench. Nobody got up to see what was the matter. I asked our French captain why they did not cover the ridges for four hundred miles with three-inch guns and have a real war along the entire line. He said, "I do not know, but I presume there are not guns enough, and I am not sure that there are men enough."

After two days with the aeroplanes and the artillery we started for the trenches. While the artillery had been severe on our nerves, the first-line trenches were the limit. The joyous spirit which characterized some of my comrades faded away after we had started in and zigzagged through the approaches and were really at the rim, the last chance, looking right out on the German lines. The German trenches were not more than 40 feet distant. An unnatural stillness seemed to make an impression. I looked through a periscope and asked Williams, of the *New York Times*, why we were not in the real first-line trenches according to expectations. He replied, "We are." My next inquiry was, "What about those trenches I see out there?" He replied, "Those are the Germans." Again I inquired, "How far are they from us?" He answered, "About 20 feet of barbed wire and 20 feet of atmosphere." He spoke the truth. At this particular point, the German and French trenches were no more than 40 feet apart. But not a man was visible; all were hidden in the ground.

The men have been in the trenches so long that their wits are sharpened and their hearing is like that of a blind man. They can read signs like an American Indian. All this time the sharpshooters were sending bullets over our heads. Our Swedish correspondent was over six feet tall. The top of his gray cap was visible intermittently above the trenches. The German sharpshooters discovered something new and commenced shooting at it. All the members of the party were anxious for the Swedish correspondent to duck. They dared not talk, but he ducked.

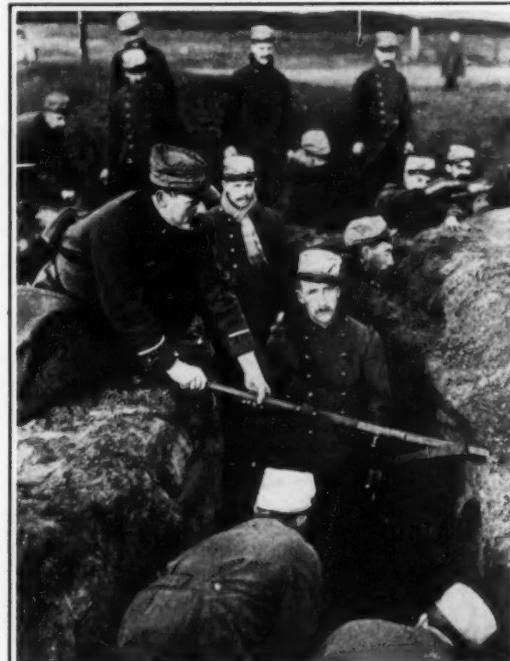
Toward the early afternoon, after our thrilling experience, under the bursting shells and cracking rifles, after we had walked fully five miles in the outer rim trench, we were conducted out. To avoid going back we were brought into the open where work had been in progress extending a trench. From that point to get out we had to march 150 feet, diagonally, in full view of the German trenches, 100 yards distant. Our officers told us in a whisper to walk single file; to go rapidly; not to run and not to look to the right or to the left. We made this march according to orders, led by our officers, and just why the Germans didn't shoot every man of us, I do not know. They must have observed that we were in citizens' clothes. We are thankful that the Germans let us get away.

This war has been going on for nearly a year; all the countries involved have plenty of money and plenty of food. The women and boys are doing the farm work, and aside from this there are no other industries except war. The principal cities are dark at sundown and the principal churches are open day and night to give the women and girls a chance to go in to kneel in prayer. Schools and colleges are practically suspended. Business is nowhere in a normal condition. I asked a hotel man in Vienna how business was and he said, "You Yankees would call it rotten."

Berlin smiles. Her men and women on the streets appear to be radiant and happy, but I suspect when they are in their homes they are in tears. I was in Berlin when the *Lusitania* was sunk and there was no particular excitement. There was more interest in news from the Carpathians. The full news of such events is not published in Germany and Austria.

I was under arrest in Innsbruck, Austria, for 24 hours. I was not badly treated, but I have no love for prison. There is a bitter feeling in Germany against all Americans and I was glad to reach the neutral country of Holland.

This war will go on, and ought to go on, until something is settled. Nothing can be settled until Europe has had a greater sorrow. Seventy-five per cent. of the people of Europe believe in war as a means of settling things.



FRENCH TRENCH UNDER CONSTRUCTION
This shows vividly the defences that the warring armies depend upon for protection from modern weapons. Note that the trench is not quite as deep as an average man is tall, that the earth thrown out is piled to one side, and that the ditch is just wide enough to let two men pass.

People Talked About



CLEVER THOUGH AFFLICTED

Ruby Miller, eight years old, is the prodigy of the State Institute for the Deaf and Blind at Cedar Springs, S. C., where she has been a pupil for two years. Although both deaf and blind since she was three years old, Ruby reads the embossed type for the blind and translates it into the finger sign language for the deaf. She takes part in athletic exercises, the signals being communicated to her through vibrations caused by rapping on the floor.



CONFERRED WITH THE BRITISH CABINET

Sir Thomas G. Shaughnessy, K. C. V. O., President of the Canadian Pacific Railway Company, who was called to London to an important conference in reference to transportation of troops and supplies and the manufacture in Canada of munitions of war.



PRETTIEST GIRL AT STANFORD

This honor was voted to Miss Richard Brough, who took the rôle of Maid Marian in the production of "Sherwood" by the class of 1915 of the Stanford University at Palo Alto, Calif. The production was given in the open air amphitheater on the campus and over 200 students took part.



A POSSIBLE SWIMMING CHAMPION

Miss Vera Tishler, 16 years old, of Cincinnati, has astonished the athletic director of the Woodward High School by her remarkable swimming performances. She started speed swimming only within the past year, but this summer won the 60-yard novice race and the 110-yard race for girls. She is in training for a long-distance swim in the Ohio River next fall.



DEAF AND DUMB MUSICIAN

Miss Jane Britton, of Savannah, Ga., though deaf and dumb since her infancy, can play the violin as well as most 18-year-old music students. She talks in a melodious voice and reads the lips of those speaking to her with ease and accuracy. She was able to go through the public schools of Savannah without special favors because of her affliction. Miss Britton's wonderful accomplishments are largely due to her devoted mother, who has been her teacher since childhood.



TO PURCHASE MUNITIONS HERE

Mr. D. A. Thomas, a mine owner of England, and one of the best-known business men of the British empire, arrived in New York recently to cooperate with the firm of J. P. Morgan & Co. in directing the purchase in the United States of war munitions.



MRS. MARYE IN NURSE'S COSTUME

Mrs. George T. Marye, wife of the American Ambassador to Russia, who has recently returned to this country, had some exciting experiences while in Russia. She took an active part in Red Cross work and did actual nursing in the hospitals. At one time she was so close to the front as to be under fire.

Coaxing Canadians Back to Health

By JAMES H. HARE, Special War Photographer for LESLIE'S

Photographs by the Author

upon entry and if found fit for duty retain their uniforms and perform various little duties allotted to them. Fifty per cent of those eligible for duty are allowed outside the bounds of the immediate property and can visit the neighboring towns or villages between the hours of 2 and 9 p.m.—that is to say, one-half are allowed out one day, the other half the next and so on. If any of the patients misconducts himself, he is placed in blue hospital clothes. He also forfeits the privileges of those in uniform.



THIS IS THE LIFE

Wounded soldiers are made much of by the fair visitors to the convalescents' home.

WHEN a British "Tommy" is recovering from his wounds, he is able to get home on leave of absence, but the Canadian who has come over to help the mother country is not so fortunate, for his home is far away. It was with a feeling of great delight, therefore, that I came across an historical old house in Kent, Farnborough Hall, standing in its own beautiful grounds and overlooking a magnificent country, given over to the use of the Canadian troops as a convalescent home.

In bygone years this old house had amongst its many guests, William Pitt, Wilberforce and other illustrious men who sought rest and relaxation in these peaceful surroundings and undoubtedly 'twas here that Wilberforce interested Pitt in his abolition of slavery bill. This substantially built house, which has had many vicissitudes of late—its latest phase being that of a hotel for select families—lends



CANADIAN CONVALESCENTS' HOME

This historic old mansion in Kent has been fitted up for Canadians who are recovering from their wounds, and who have no friends in England with whom they can make their homes. They are given the best of care and are allowed many privileges.

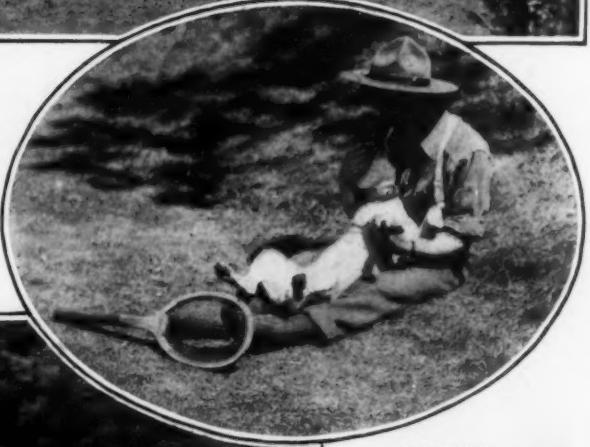


WAR PICTURES

The illustrated papers are always in demand and the men who have been through the grim reality take delight in studying the pictures of war.

itself with very little alteration to the needs of the convalescent soldiers.

There are upwards of a hundred beds in readiness, and others are being prepared should they be required. The patients received are so far recovered from their injuries that only dressings of wounds are necessary. Strict discipline, as enforced in military hospitals, is not found necessary and the officer in charge, Capt. McCombs, is trying an experiment that so far has proven very satisfactory. That is the appointment of a Vigilance Committee from the patients themselves which is responsible for the good behavior of the men. Five men are chosen and they decide on one as a sergeant and these five act as military police. They are practically a house committee and see that the rules are observed as zealously as any club house committee would do. The patients are examined



COMRADES

A bull terrier presented to the home howled until a soldier took him to his room. Since then man and dog have been inseparable.



WHAT ARE THE CANADIANS DOING?

The morning papers are in demand the moment they arrive, and interest naturally centers in the doings of the Canadian contingent. The Canadians made a great record in France

and Flanders and they are anxious that it be improved upon. Many Canadians are now serving in the Dardanelles campaign. Men wounded there are not sent back to England.

I could not find any of the patients able to corroborate the story of the crucifying of the Sergeant of Princess Pat's regiment, but all believe it to be true. All were unanimous in their opinion of an enemy who used poisonous gas. And now what about going back to the front? The usual answer to this question is—"I've been to hell all right and I'll go back if I am wanted, but I won't say I am anxious to go." As I talked to the men a lieutenant was brought in with a shattered arm. He had lain in the open for hours. Every time a stretcher party tried to reach him it was shot at, so they had to wait until dark—even then flares were fired and rescue parties shot at. The result was that an originally simple wound developed into a serious case.

With the War Artists at the Front



AN INTERRUPTED SHAVE

The cavalryman, whose adventure is pictured by Frank Dadd, stopped behind his comrades to shave and was surprised by a German uhlans, who shot his horse. Rushing out of the house with his face still lathered, the cavalryman attacked his enemy with a razor—his only weapon—and captured his horse, on which he made good his escape.



NOT TOO TIRED FOR A LITTLE FUN

Artist Ernest Prater illustrates an incident in connection with the return from the first line trenches of a British battalion, desperately tired and depressed. As they plodded along the muddy road the regimental wag impromptu two drums out of empty tins and, pulling a hop pole from a field, took the leadership of the "band." Instantly the men began laughing and singing.



FREE REFRESHMENTS FOR TOMMY ATKINS

Soldiers are constantly traveling back and forth between English cities and the continent and most railway stations are now provided with "free bars" where men in uniform are served with tea, coffee and other light refreshments. The supplying of these institutions and the service are in the hands of patriotic societies of women. They are much appreciated.



A "HOT TUB" WITHIN SOUND OF HOSTILE GUNS

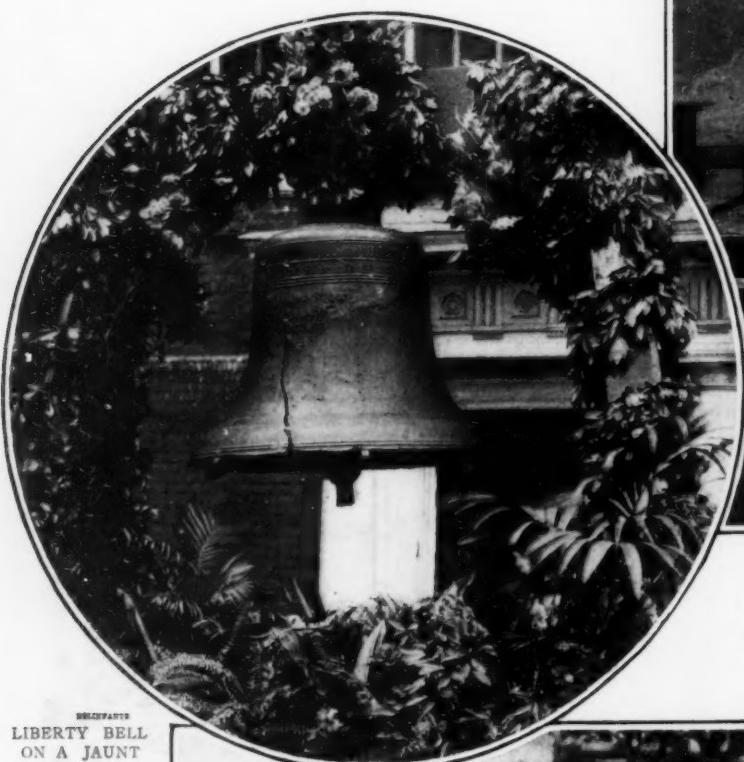
The British soldier is devoted to his bath, and various expedients are resorted to in providing bathing facilities near the trenches. Breweries and factories are frequently utilized. In this one over 1,300 men are bathed daily. As the men come out they are provided with outfit of clean clothes while their old ones are thoroughly laundered and repaired.

Pictorial Di World's



THE KAISER AT THE FRONT

Emperor William receiving a report from aviation officers along the French frontier. He has divided his time between the western and eastern fronts, visiting Berlin only at long intervals and then only for a short time. During the recent victories of the Germans and Austrians in Galicia the Kaiser was an interested spectator of the operations. He travels by automobile and great secrecy as to his headquarters is maintained to protect him from the airmen of the enemy.

LIBERTY BELL
ON A JAUNT

The old Liberty Bell, most sacred relic of the Revolution, with the exception of the Declaration of Independence, whose signing it proclaimed, has been taken from its resting place in Independence Hall, Philadelphia, for a trip to the Panama-Pacific Exposition. Wreathed in flowers it was transferred to a specially fitted car in which its journey across the continent was made. The bell is badly cracked and owing to some deterioration of the metal the cracks spread slowly in spite of all precautions.



GRAND RIVER PROJECT OPENED

June 29th the new diversion dam across the Grand River, in Colorado, was formally opened and water turned on 53,000 acres of fertile soil, heretofore wholly unproductive for lack of water. The project cost \$4,500,000 and is located near Grand Junction. A part of the area served will have water to make a crop next season.



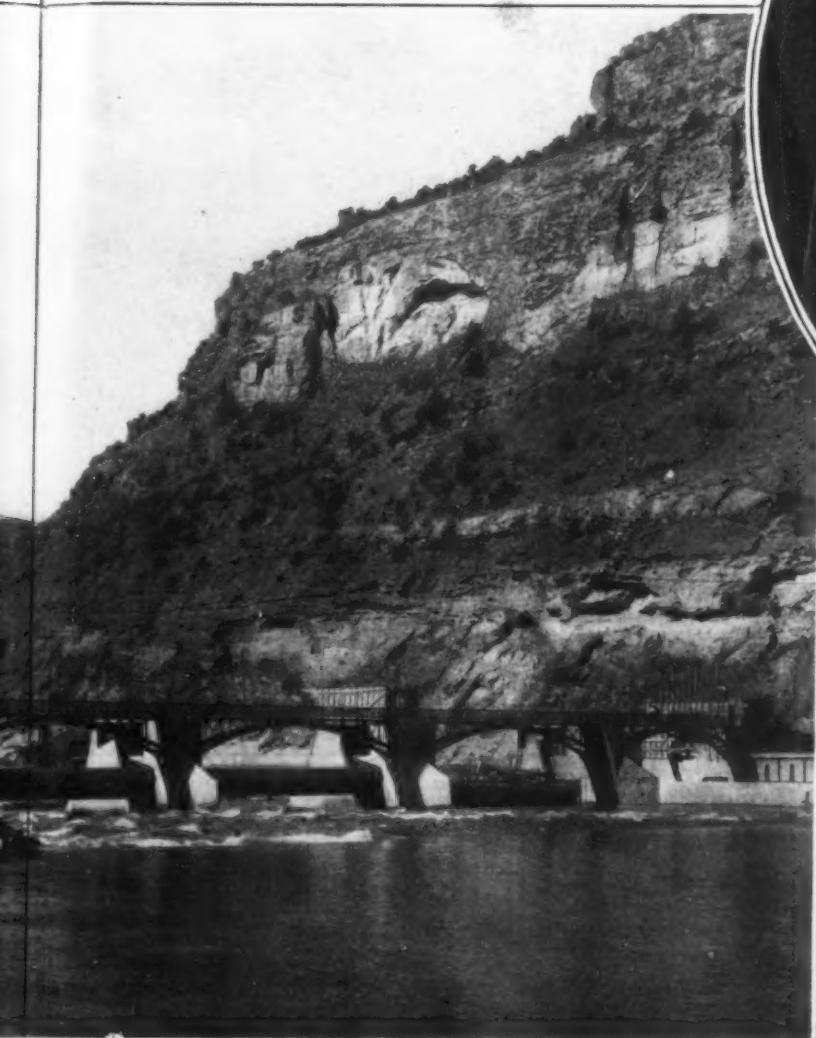
MISS GENEVIEVE CLARK AND HER WEDDING ATTENDANTS

Miss Clark was married June 30th to James M. Thomson, of New Orleans, at Honey Shuck, the home of Hon. Champ Clark, at Bowling Green, Mo. The ceremony was witnessed by 5,000 people and the presents were valued at \$100,000. The bridal group from left to right: Misses Dorothy Thomson, Helen Robnett, Jean Roberts, Mrs. Thomson, née Clark, Misses Sue Bennett, Ann Bennett, Murray Sanderson, Vera Holcomb and Agnes Wilson.



Allegheny College, located at Meadville, Pa., and one celebrated its one hundredth anniversary in connection with a historical pageant, written and staged by Professor George

Digest of the World's News



UNDERWOOD & UNDERWOOD

**CZAR NICHOLAS (X)
WITH HIS TROOPS**
While the Grand Duke Nicholas, uncle of the Czar, is the commander in chief of the Russian armies and the Czar probably has very little to say about Russia's military plans, he is keenly interested in the army and spends much time with it. In the photograph he is shown studying a map in company with high officers of the General Staff.



ALLEGHENY COLLEGE CELEBRATES ITS CENTENARY WITH A GRAND PAGEANT

and one of the oldest institutions of learning in western Pennsylvania. In connection with the annual commencement exercises this year. An historian George Pierce Baker, of the department of Dramatic Literature of

Harvard University, was given three presentations by 600 people on the college campus before large crowds. The pageant reviewed local history from the memorable visit of George Washington and Christopher Gist down to recent times. Meadville stands on the site of an old French fort and is rich in historic lore and tradition.

ALUMNI
REUNION AT
WILLIAMS

Williams College, at Williamstown, Mass., one of the oldest and best of the New England colleges, was visited by large numbers of the alumni at the annual commencement this year. The class of 1912 paraded a "Mexican fort" which provoked a lot of enthusiasm and laughter. The college celebrated its 121st commencement this year, and its graduating class numbered 97. The reunion of the alumni was the largest in many years, numbers of prominent graduates being present. Under the presidency of Dr Harry A. Garfield, son of former President of the United States James A. Garfield, the institution is making fine progress. The spirit of loyalty and devotion among the alumni is pronounced, and the college has a brighter outlook than ever before. It is located amid the picturesque scenery of the Berkshire Hills.

-there is a marked
freedom from gear shifting

The price of the car
complete is \$785
f. o. b. Detroit

DODGE BROTHERS
MOTOR CAR

THIS MAN



Has the World's Most Wonderful Memory

HE can instantly give the population of any place in America of over 5,000—

HE can give without hesitation every important incident and date in the world's history—

HE can give the dates of birth and death of the great men of history—

HE has 300,000 Facts and Figures stored away in his brain, ready for instant use.

William Berol is this man's name, and a few years ago his memory was distressingly poor. His present amazing efficiency has been developed through his own simple, practical method. He is now teaching his system with great success to large classes in leading educational institutions in New York City, having been endorsed by the heads of the educational departments. He desires to impart his method to YOU.

He Can Build Your Memory SO THAT IT WILL ALWAYS SERVE YOU

Proofs Unquestionable

"Your course is splendid. It is so easy, too. I suppose that is because it's so interesting and applicable—that's the beauty of the course to me. It seems the principles can be applied even before they are learned perfectly. Any person in any business or profession should be immensely benefited by your system of memory training."

Ray R. Smith, Southern Pacific Company, East Auburn, Cal.

"Your system is the finest and most resultful that I have ever studied, and I have subscribed for and studied quite a few." Carl Johnson, St. Paul, Minn.

"I regard your method of memory training as excellent. If properly followed it will produce remarkable improvement in all students." Dr. V. P. McIntosh, U. S. Public Health Service, Portland, Me.

His Simple System Will Prevent Mind-Wandering Strengthen Powers of Observation and Concentration

It Will Develop Will Power

YOU will be able to recall Names, Faces, Dates, Telephone and Street Numbers—
YOU can remember the salient Facts in a Book or anything else you read—after one reading—
YOU can instantly recollect important Business and Professional Facts or Memoranda—
YOU can become a clearthinker and in Public Speaking retain a firm grasp on what you desire to say.

Give him a few of your spare minutes daily at home and you will be astonished at the change for the better which he will accomplish for you. He makes no promise to students that he can not substantiate by what his method has done for him personally.

Send This Coupon To-day for Full, Interesting Particulars

This will cost you nothing, nor will you incur any obligation by doing so. You WILL be interested to learn the story of Mr. Berol's remarkable mentality and a description of his method for making men and women bigger earning factors.

FUNK & WAGNALLS COMPANY
354-360 Fourth Avenue
NEW YORK

FUNK & WAGNALLS COMPANY,
Dept. 415, New York City
Send me particulars concerning the "Berol Mail Course" in
Memory Training and Mental Efficiency.

Name _____
Street No. _____
City _____
State _____
Country _____

The Old Fan Says:

By ED A. GOEWY

Illustrated by "ZIM"

"IS baseball losing its grip?" is a question which has been put to me. No, is the answer. The national pastime is more popular than ever, is being followed each year by an ever-increasing number of fans, and, slowly, but surely, is being taken up by lovers of things athletic in almost every civilized country. But there is no denying the fact that during the latter part of 1914 and early in the present season the patronage at the major league ball parks fell below expectations, and there also is no doubt that this was in consequence of the titanic struggle in Europe, which, with its attendant slaughter of hundreds of thousands of human beings, spread a cloud of sorrow over the entire world. However, the races in the National and American Leagues have continued so close week after week this year that all of the old-time interest among the rooters has been rekindled, and such teams as appear to have a chance to capture the flags in their respective organizations are drawing great crowds to their ball parks. At present it looks as if three clubs in the Johnson outfit will continue in the pennant fight, while any one of half a dozen in the Tener league may capture the coveted trophy. As long as this condition continues baseball will more than hold its own in spite of the war. The real sufferer in the amusement line has been the theatre, which has had to struggle against both the depression caused by the European conflict and the competition furnished by moving pictures.

It's time he came in out of the wet.



Reds may not be leading the National League, but no team in the world has a greater alibi average.

Facts and Figures

The record for the greatest number of stolen bases in a game was made by George F. Gore, in a contest between the Chicago and Providence teams on June 25, 1881. He pilfered seven sacks.—The record in the National League for the greatest number of home runs in a single season from 1900 was made by F. Schulte, of Chicago, in 1911, when he made twenty-one. F. Leybold, of the Athletics, set the American League record with sixteen, made in 1902.—In 1845 the first baseball club organization was formed and the first rules compiled. The ball then used weighed three ounces, the pitching distance was forty-five feet and the home plate was an iron plate, flat and circular, to cover a space equal to one square foot.—The greatest number of games in one day in the major leagues was three, played between the Brooklyn A. A. and Pittsburgh on September 1, 1890. The scores were 10-9, 3-2 and 8-4.

Yarns of the Ball Lots

When Eddie Collins, the star second-sacker, now with the White Sox, heard the story being passed around to the effect that his presence in the Athletics' lineup was one of the principal reasons why Frank Baker did such heavy hitting for Mack, because he (Collins) was always getting on base and thus disturbing the pitchers' serenity, he made this sportsmanlike statement: "Baker got just as many hits when I was on the bench as he did after I reached first. If anyone was helped it was I, because the intelligent pitcher usually realized that he had his hands full tossing to Frank, and accordingly gave me little more than passing attention. When it came to hitting, Baker needed help—yes, like Carnegie needs money."



Well, look who's here.

Home Run Wallops

Considering that Honus Wagner has scored 100 home runs, one naturally would suppose that he is a very much-married man. However, 'tis not so, for the "Flying Dutchman" has been too swift for Cupid to overtake him.—"Many changes in Yale baseball in 1916" reads a headline. Sincerely trust so, after what Harvard did to the blue in the 1915 festivities.—At home the Dodgers are one of the hardest teams in the big show to beat, but on the road the reverse usually is the case. Hence their classification among the in-and-outers.—Connie Mack says that as soon as he gets hold of three players on the lines of Barry, Collins and McInnis, he'll have a greater machine than ever. If Connie lives that long, he'll make Methuselah look like an infant in arms by comparison.—The way to silence the anvil chorus is to make good. Ask Pat Moran and Clarence Rowland if you want confirmation of that statement.—Walter Johnson recently ran up a record of thirty consecutive runless innings.—Probably no team which ever existed had such a weird list of names on its roster as the present Yankee outfit, among the members of which are Warhop, Pieh, Pipp, High, Peckinpaugh, Maisel and Cree. Wambsgans, of Cleveland, surely should be with them.—During the time that Johnny Evers was out of the Braves' lineup with an injured leg, hurt in the fourth game of the season, the Boston outfit slumped along looking like anything but world's champions. When the wee second-sacker began taking part in the battles once more, the players worked like new men, and captured most of their games. All of which caused some of the fans to wonder whether the title of "Miracle Man" was conferred upon the right individual last fall.—At the sanitarium to which he was sent they are being real kind to the rooter who announced that this year the Giants and the Yanks would play off the world's championship series.—The



A change of diet might help.

"Why Tim, that was better than the one you called a strike."

"Is that so?" replied Hurst. "Well, then it's two strikes and not one." And the decision went.

Ban Johnson Sings:

I surely love those nervy Feds,
I could not wish them ill;
Of course I would not jar their arms
Their cup of joy to spill.
And if they came to me for help,
I'd work with all me might;
And try to give their league a boost—
By using dynamite.



MR. HARE TITLING HIS PICTURES ON THE SPOT

At the Front with the Autographic Kodak

James H. Hare, the veteran war correspondent for *Leslie's*, writes as follows:

"Mr. F. J. SPLITSTONE,
Managing Editor, *Leslie's Weekly*
New York City, U. S. A.

London, England
May 14, 1915

My Dear Editor:

I have been using the Autographic Kodak lately, and find it invaluable in recording the titles on my pictures; being integral, film and title, facilitates the operations.

Sincerely,

(Signed) JAMES H. HARE"

Mr. Hare, along with other war correspondents, has used the Kodak and the Kodak system of photography in a score of campaigns.

He has followed with the eye of an expert, every step in Kodak development, testing each by the exacting requirements of his own profession.

Every Kodak achievement has meant a lessening of the burdens of war correspondents on the field, increased their efficiency and enabled them to creep closer to the firing line.

The intimate pictures of the present war, appearing in *Leslie's*, and elsewhere, would be humanly impossible without Kodak facilities for taking, developing and printing on the spot. The final convenience,

The Autographic Feature

—invented and added to the Kodak only a few months before the war broke—not only makes every Kodak war picture a story of contemporary interest, but an historic document of incalculable value.

Accurate data means automatic data, and this the autographic feature practically supplies. The *who, when and where* of every picture is written on the margin of the film itself, at the time the exposure is made.

The Kodak *feature* that works this accuracy and convenience in recording world events, is just as useful in keeping the home, farm and travel records.

The Kodak *qualities* that insure highest photographic efficiency under the exacting conditions of war, are precisely the qualities the amateur needs in his every-day work.

These, together with Kodak simplicity and other advantages, are combined in the

Autographic Kodak

The greatest photographic advance in twenty years

Every folding Kodak now an Autographic—from \$6.00 upward. Ask your dealer, or write us for catalogue.



BELGIAN RESERVES MOVING OUT TO THE TRENCHES

EASTMAN KODAK COMPANY, ROCHESTER, N.Y., *The Kodak City*



Hold the Quality Habit

The thousands of motorists who do this have insisted on Firestone Tires.

This volume of demand is one reason why Firestone can be sold at the cost of ordinary tires.

Another reason is the specialized efficiency of Firestone building methods and the universal vigilance of Firestone distribution.

You Know the Quality—Compare the Prices

Firestone Tire and Rubber Co.
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.—Branches and Dealers Everywhere

Firestone Net Prices to Car Owners

	Case Re'd Tread	Case Non- Skid	Grey Tube	Red Tube
30x3	\$ 9.40	\$10.55	\$2.20	\$2.50
30x3 1/2	11.90	13.35	2.60	2.90
32x3 1/2	13.75	15.40	2.70	3.05
34x4	19.90	22.30	3.90	4.40
34x4 1/2	27.30	30.55	4.80	5.40
36x4 1/2	28.70	32.15	5.00	5.65
37x5	35.55	39.80	5.95	6.70
38x5 1/2	46.00	51.50	6.75	7.50

Firestone NON-SKID TIRES

"Correspondents in all their glory went and came, seeing nothing. Here is the man who was there, who saw all that one man had time to see of the greatest moments of the present times, who was able to tell what he saw. A young attaché of the American Embassy at Paris, Eric Fisher Wood, was singled out as it seems by Fate in the same manner in which a Government sometimes picks a single newspaper witness to view and report its deeds of arms; and Fate chose carefully. Her chosen reporter had the unjaded eye which no professional of the pen can long preserve. He had the calm and courage to keep his eye at work on startling occasions when most men's senses would shy or bolt. He was cool enough to observe, yet impressionable enough to appreciate. And so he has written a book not likely to be duplicated."—The Evening Sun, New York City.

The book referred to is

THE NOTE-BOOK OF AN ATTACHE

Seven Months in the War Zone

By ERIC FISHER WOOD

Illustrated. \$1.60 net
Postage 10 Cents

Published by
THE CENTURY CO., New York

BASLINE AUTOWLINE

is world-famous Yellow Strand Powersteel wire rope—about 25 ft. long, 4 1/2 lbs. weight. So light and small it slips easily under cushion or seat until needed. Then it attaches instantly with Patented Snaffle Hooks that won't let go when the line sags. Buy of dealers everywhere. Price, east of Rockies, \$3.05.

Ask for Basline Autowline with the Patented Snaffle Hooks.

POWERSTEEL TRUCKLINE is the "big brother" of Basline Autowline. Extra strong for heavy truck towing. Price, east of Rockies, \$6.00. If your dealer cannot supply you, order of us direct. FREE. Illustrated Circulars. Write for them.

BRODERICK & BASCOM ROPE CO.
833 N. 24 St., St. Louis, Mo. New York Office, 76N Warren St.
Makers of famous Yellow Strand Powersteel wire rope.

16 x 12 feet. "Steelcote" Edwards ready-to-use garage, \$69.50 complete. Factory price. Fireproof. Portable. Quickly set up. All styles from simple garages to large portable buildings. Send postal for illustrated catalog.

The Edwards Mfg. Co. 235-345 Eggers Avenue, Cincinnati, O.



16 x 12 feet. "Steelcote" Edwards ready-to-use garage, \$69.50 complete. Factory price. Fireproof. Portable. Quickly set up. All styles from simple garages to large portable buildings. Send postal for illustrated catalog.

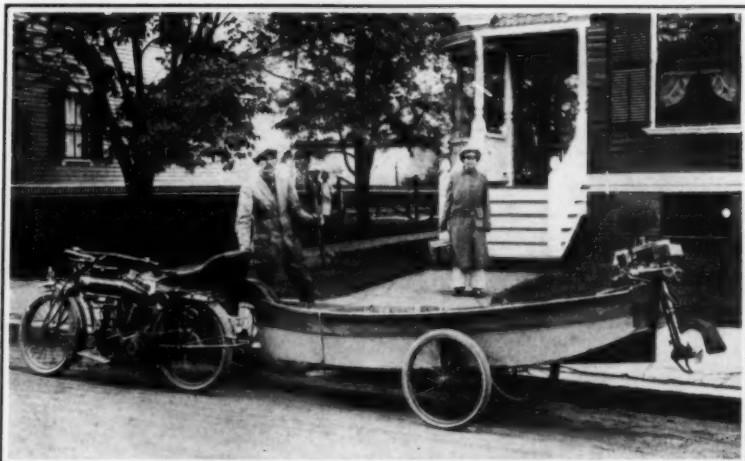
The Edwards Mfg. Co. 235-345 Eggers Avenue, Cincinnati, O.

CAPITAL & SURPLUS \$1,500,000.00 ASSETS OVER 50 MILLION DOLLARS.

THE CITIZENS SAVINGS & TRUST CO. CLEVELAND, OHIO

ASSETS OVER 50 MILLION DOLLARS.

In answering advertisements please mention "Leslie's Weekly"



AN INGENIOUS AMPHIBIOUS OUTFIT

This motorcycle enthusiast employs his motorcycle and side car to tow his boat, with detachable motor, to distant bodies of water for the fishing that may be found. He has arranged the two-wheel trailer to carry the boat easily, and the twin cylinder motorcycle pulls himself, his wife and the marine outfit without difficulty.

Motorists' Column

Motor Department

Conducted by H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.

THE CAR A MAN WANTS

HERE are in this country some 1,500,000 pleasure cars in use, and by the end of this year this number will doubtless be increased to more than 2,000,000. To fill this immense market more than 300 automobile companies are (or have been) in existence. And yet there are by no means 300 different classes of requirements. In fact, there is but one requirement that most of these companies try to meet, and that is, to fill the desire of the average motorist.

What kind of a car does Mr. Average Motorist want? The car that most nearly answers that question is the car that will meet with the greatest degree of success. Should it be light or heavy; low-priced or moderate-priced; high-powered or medium-powered; four-cylinder or twelve-cylinder.

The ideal car for the average motorist should be as heavy as is necessary to make for comfort and speed, and should be as light as is consistent with such requirements. It should be as low-priced as is consistent with good design and the use of the best materials and workmanship, but low price should not be the deciding factor—the price should be set to meet the car, not the car built to meet the price; it should have no higher power than is necessary to do the work required of it by its average owner; it should have only the number of cylinders necessary to give the desired flexibility, accelerating ability and smoothness of operation.

For the primary requirement we should place reliability—the knowledge that the car will continue to run indefinitely, as long as the vital parts receive care and attention. This means experience on the part of the designers, the engineers and the men connected with the production of the car; it means honesty of purpose on the part of the executive officers; it means an ancestry, a parentage, of which the car may well be proud; it means that it should have good "blood in its veins."

This car that will suit the requirements of the average motorist must possess comfort to the utmost degree, comfort in the tonneau as well as in the driver's seat; it must be designed to absorb the jolts and jars of our average country roads, and of the "good road gone wrong," so that the occupants may travel at a moderate speed without fatigue; it must be of a wheel base sufficient to furnish this required comfort and space, but the wheel base should be kept as short as is consistent with these results in order to make the car easy to handle in traffic and to keep the weight within the required limits.

This car must be graceful in appearance; it must possess beauty in every line and yet mechanical sturdiness cannot be sacrificed to appearance. The average motorist more and more looks beyond the paint of the car to see the materials of which the hidden parts of the motor are constructed, the parts on which the length of service of the machine and even the safety of its occupants will sometimes depend.

But probably next in importance to the reliability of the car comes its performance

—what the car "will do," what the driver can "get out of it." The average motorist does not want a car that can climb the side of a house; he does not want a car that can maintain speeds of 80 miles an hour on the level; but he does want a car that will pull strongly and steadily at low speeds of travel—and this in itself bespeaks power, or at least its application in such a manner that the usually inflexible gasoline motor can be made to develop its energy efficiently when the speed of the car is not more than six or eight miles an hour. Our average motorist wants to be able to throttle his car down, even on a grade, to seven or eight miles an hour while he encounters a piece of rough road, and to be able to increase its speed without shifting gears when the next stretch of smooth road is reached. This is more important to him than the ability to climb a thirty per cent.

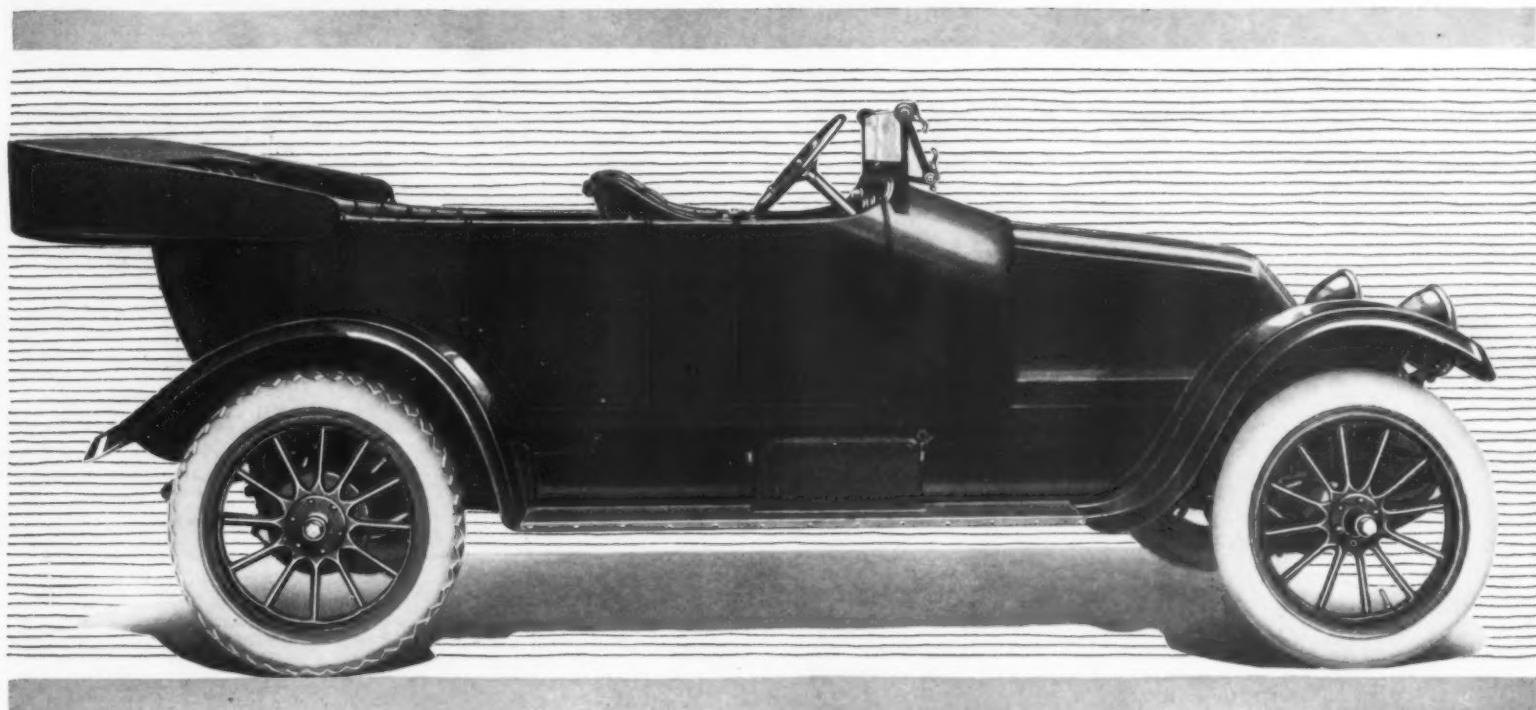
grade on high—provided an eighty-mile an hour start has been obtained. Therefore, let the manufacturer catering to the desire of the average motorist remember that ability to pull well at low and moderate speeds will often-times prove the deciding factor in a sale.

Therefore, if the average motorist wants a multiplicity of cylinders, it is because he believes that a Six, an Eight or a Twelve will do this desired work better than will a Four. He does not want a Six, an Eight or a Twelve for the sake of the extra attention required by the additional cylinders. If a single cylinder motor will do the work, he will demand that. It so happens, however, that, as one manufacturer so aptly expresses it, "steam pushes, gasoline explodes." The ambition of automobile makers is to find a way to make gasoline "push." And therefore the minimum number of cylinders with which this "push" that will do the required work can be obtained is the greatest number of cylinders that we need.

In like manner, no motorist desires power for the sake of power alone; it is merely what that power will do that he wants. If one horse power could be so efficiently applied as to give us flexibility, equal accelerating speed and hill-climbing ability as fifty, there would never be any excuse for more than a one horse-power motor under the hood of an automobile. If a manufacturer producing a two-inch motor, can show that it will perform the work in as satisfactory a manner as formerly required the services of a three-inch motor, that manufacturer will have most nearly approached the desire of the average motorist for a power plant of minimum complication and weight and of minimum economy.

Last comes the price. The old adage that "money talks" has received greater support in the automobile sales field than in almost any other field of endeavor. Price reductions during the past few years have been sweeping, and such figures are added inducements to purchase if equal reliability, workmanship and finish have not been sacrificed. Our friend, the Average Motorist, however, is becoming educated.

(Continued on page 90)



Series 8—Franklin Car

Another Franklin Achievement—a Full-Size Five-Passenger Touring Car, weighing only 2,675 pounds, \$1950

ONE of this country's greatest industrial men said: "The man who bets against the informed opinion of the American public will lose."

This is particularly the case with the automobile situation today. Intelligent motorists are no longer taking their standards from the man who "doesn't care about expense."

What has happened is this: The automobile is finding its place as a matter of service. Buyers are looking for *simplicity*, for more comfort, for efficiency in gasoline mileage, in oil mileage, in tire mileage, less depreciation and lower upkeep.

In place of "selling features" they are demanding proofs, and judgments are formed only after a full investigation of facts.

These informed buyers are making this the biggest year in Franklin history, with interest and inquiry growing every day.

Consider the facts—

Franklin owners average 9,000 miles to a set of tires.

They average 500 miles to a gallon of oil.

In a National test, 96 Franklin Cars ran 100 miles on low gear without stopping the engine.

On May 1st, 1915, 137 Franklin Cars in all parts of the country, running on all kinds of roads and regardless of weather conditions, made an average of 32.1 miles to a gallon of gasoline.

Investigate the second-hand value of any Franklin Car.

Motorists nowadays are learning how to interpret such facts as these and use them as a standard of comparison in judging a car. Not merely its operating cost, but its capital value as an investment.

A few years ago, Franklin Economy in tires, in oil, in gasoline, was likely to be regarded only as a matter of cutting down operating costs.

The buyer sees further than this today. He knows that Franklin high tire mileage proves scientific *light-weight*—the smooth-running, easy-riding quality of the Franklin Car.

That the Franklin Low Gear Run is the most searching test that could be devised for the Franklin-Direct Air-Cooling System.

More automobile buyers every day are using the Franklin Facts as a standard of comparison.

These facts are at your service if you are interested in judging your car, or any car, on the basis of efficiency, convenience, comfort.

Any Franklin Dealer will give them to you. He is ready to show you the *Series 8* Franklin, with the new bodies.

The Roadster weighs 2,587 lbs.; the price is \$1900. The Sedan weighs 2,970 lbs.; the price is \$2850. The Coupe weighs 2,810 lbs.; the price is \$2600. The Berlin weighs 3,200 lbs.; the price is \$3100.

Franklin Automobile Company

Syracuse, N. Y.

Leslie's Export Promotion Bureau

Conducted by W. E. AUGHINBAUGH

EDITOR'S NOTE:—This department is maintained for the benefit of American exporters. Its editor has had 20 years' experience in placing American-made goods in foreign markets, and will answer promptly and without charge inquiries about trade conditions, selling methods and other matters pertaining to foreign markets. Address inquiries to Export Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.



AN AMERICAN SALESMAN IN PATAGONIA

This young American found conditions very different from those at home, but adapted himself to them. He covered many hundred miles in his primitive conveyance.

WHEN an American business man wants to enlarge his plant he consults an architect. If he desires to increase the output of his factory he obtains the services of an efficiency engineer. Should he wish to extend his credit he takes advice from a banker. But nine out of ten of these conservative, ambitious and successful captains of industry will neither seek nor accept instructions or suggestions regarding foreign trade possibilities or pitfalls.

Such vital questions as how to approach these markets; whether to sell direct or through an agent; is the commodity adapted to the market, or, if not, how should it be altered to make it acceptable, are rarely considered. Instead, the course usually pursued by the greater majority of business concerns is to send some office favorite or successful local salesman into foreign territory with instructions to "get business," irrespective of the fact that he may be totally unfitted mentally, morally, physically, diplomatically, or linguistically for the solution of the many problems which will be sure to confront and confuse him.

The all-important factor of a knowledge of the language of the country where one is to sell goods is passed by too frequently as worthy of no serious consideration since interpreters can be hired. As a consequence of these methods there have been numerous failures recorded and many merchants have become so prejudiced by profitless ventures due to their faultily equipped representatives' excursion into these really accessible markets that I am forced to again urge all those having in mind foreign trade to look before they leap. Get in personal touch with some reliable person who has visited the places wherein you desire to establish yourself.

Leslie's Export Promotion Bureau was started to give this help to its readers. I have lived and sold goods for eighteen years in Latin-America and six years in the Far East, Africa and Europe. I can put manufacturers in touch with foreign dealers, I can tell you if a market exists in any given district, and can advise as to freights, routes and tariffs. This service is absolutely free to the readers of LESLIE'S.

I bring to your attention some of the gross errors resulting from unpreparedness to properly enter these markets. A manufacturer of window and door screens sent a representative throughout Latin-America, seeking business. He returned after six months without a single order. Anyone familiar with these countries would have warned him not to waste his money in such an experiment. Excepting the American houses in the Canal Zone I have never seen in use in these lands a window or door screen, and another century will elapse before anyone will be warranted in sending an agent for orders in this line. A check protector company had a similar experience. Had they known that the laws of most Latin-American countries require the amount of the check to be written on its face by the signer with pen and with ink they would have saved thousands of dollars—the cost of the dies for reproducing Spanish and Portuguese words for the numerals. Much money has been spent in endeavoring to force cereals or breakfast foods upon our friends to the south. Every effort has re-

sulted in a flat failure. For ages the breakfast of the Latin-American has been a cup of coffee and a roll. One cannot, by advertising, change the customs of centuries. A fireless cooker company would be to-day about \$25,000 to the good if they had asked some one who knew these lands before they began a lavish advertising campaign that ultimately sold three cookers, and those, by the way, to American residents. I know a safety razor manufacturer who destroyed orders amounting to over \$6,000 from five different Central American countries because of the trouble he experienced with the custom houses of Brazil and Argentina and the difficult, to him, details of preparing the shipping documents to these countries. An underwear house in New York, producing an up-to-date union suit, sent a man unfamiliar with Latin-American methods to the Argentine carrying five trunks of their goods. He could not speak Spanish and knew nothing of the methods requisite for doing business in that country. His samples are still in the custom house at Buenos Aires though he returned a few weeks ago.

A big fish company knowing that the Latin-American uses quantities of dried fish, sent an agent with \$10,000 worth of bleached, skinned and boned codfish. He has been unable to sell a pound of it. The only codfish the native will eat is the brown, dried, entire fish, with the bones and skin intact. Had he brought the right goods he would have made a great profit, as there was none in the market at the time of the year when it was most in demand, namely Lent. One could not give away chewing tobacco anywhere in the world outside of the United States or to Americans away from home, accustomed to use it, yet I have met a representative from one of our biggest and most progressive houses trying to sell this article in both the Far East and Latin-America.

The dog is unclean in the eyes of the Chinaman, and to send one the picture of a dog is regarded as an insult in China. Can you imagine how popular the attentive pup of the talking machine advertisement made that particular brand in the Celestial Land? Yet these people, once this mark was eliminated, became good purchasers of the article. Words fail me in attempting to depict the reception accorded a well-known trademark of cotton-seed oil in India because its containers were marked with a pig, the idea being to convey the thought that the cotton-seed oil was as good as lard. To the Hindu and the Mohammedan the pig is unclean. The Buddhists will not use any medicine made from a living animal because they do not believe in taking life of any kind, hence the thousands of dollars spent in Burma, Siam, Ceylon and other portions of the Buddhist Far East, showing a fish as part of a label of a well-known patent medicine, could not sell a single bottle. The Latin-Americans are not accustomed to systematic saving. That explains why two American building associations, although well advertised, failed to attract depositors.

I might fill pages with other pertinent illustrations, but these should suffice to demonstrate that if you contemplate entering foreign markets, consult someone who knows their peculiarities.

NO STROPPING—NO HONING



The Gillette in Vacation Camp

An old Maine guide once said that every camper should know how to hone his razor on a hobnail of his shoe.

But today he will probably bone you for a Gillette blade—or loan you his Gillette, if you have forgotten yours. Everybody

knows that today is the day of the Gillette. No stropping—no honing—complete emancipation from all the big and little troubles of the old-fashioned razor.

Over Seven Million men use the Gillette now and the number grows daily. 145,000 Gillette dealers.

Gillette Sets, \$5 and up: Blades, 50c. and \$1. a packet.

GILLETTE SAFETY RAZOR COMPANY
BOSTON, MASS.



5¢ A DAY BUYS A GIBSON

Terms as low as \$1.50 down and \$1.50 per month. Mandolin or Banjo sets \$10.00 down and \$1.50 per month. Book—160 pages, 60 illustrations. Valuable information for player and teacher. Explains successfully how to play the Mandolin and Banjo, Top and Back and Stradivarius Arching. Also FREE treatise on "How to practice".

Fit Honey Teaching & Selling the Gibson becomes a teacher and opportunity to earn money and Gibson expenses either sex. In every locality, private and class instruction, and sale of Gibson Guitars. Gibson is one of many a teacher professionally and financially. C. A. Temperton, 1615 Broadway, New York, says "Gibson were not for the Gibson J would not be in the teaching business".

W. C. L. Smith, 1615 Broadway, New York, R. J. Star Soloist for Victor, uses and endorses the Gibson.

Play the guitar today! come our agents do business on our capitalistic terms. Agents wanted. We have no territory protected. You make the profits. We pay the salaries. We sell the goods when sold. Return goods not sold. Pay our "Still Hunt". Gibson and Mandolin List Free.

Gibson Mandolin Gitar Company
207 Garrison St., Kalamazoo, Mich.

To the Heart of Leisureland

where woods are cool, streams alluring, vacations ideal. Between New York City (with Albany and Troy the gateways) and Lake George.

The Adirondacks
Lake Champlain
The North and West

The logical route is
"The Luxurious Way"
Largest and most magnificent river steamships in the world. Rail tickets accepted on our steamships.

Daily Service
Send for beautiful Booklet "Historical Hudson"
Hudson Navigation Company
R. M. MUCH, Passenger Traffic Manager
Pier 32, N. R., New York

"The Searchlight Route"



Fun About Fords

A regular book of side splitting funniest stories and poems about Ford autos. 64 pages, board cover, 9 colors. Only 25c prepaid.

The Howell Co., 608 S. Dearborn St., Dept. B241, Chicago

POWER

for farm, ranch, shop, to pump, saw, excavate, hoist, irrigate, can be used for power, pumping, irrigating, sawing, etc. All styles, 200,000 cubic feet per hour. Price from \$1.00 to \$16.00 p. m. Agents wanted. Write for catalog. Waterford, Iowa.

199
15
10
5
2
1
1/2
1/4
1/8
1/16
1/32
1/64
1/128
1/256
1/512
1/1024
1/2048
1/4096
1/8192
1/16384
1/32768
1/65536
1/131072
1/262144
1/524288
1/1048576
1/2097152
1/4194304
1/8388608
1/16777216
1/33554432
1/67108864
1/134217728
1/268435456
1/536870912
1/107374184
1/214748368
1/429496736
1/858993472
1/1717986944
1/3435973888
1/6871947776
1/1374389552
1/2748779104
1/5497558208
1/10995116416
1/21990232832
1/43980465664
1/87960931328
1/175921862656
1/351843725312
1/703687450624
1/1407374901248
1/2814749802496
1/5629499604992
1/11258999209944
1/22517998419988
1/45035996839976
1/90071993679952
1/180143987359904
1/360287974719808
1/720575949439616
1/1441151898879232
1/2882303797758464
1/5764607595516928
1/11529215191033856
1/23058430382067712
1/46116860764135424
1/92233721528270848
1/184467443056541696
1/368934886113083392
1/737869772226166784
1/1475739544452333568
1/2951479088904667136
1/5902958177809334272
1/11805916355618668544
1/23611832711237337088
1/47223665422474674176
1/94447330844949348352
1/18889466168989679672
1/37778932337979359344
1/75557864675958718688
1/15111572935917543776
1/30223145871835087552
1/60446291743670175104
1/12089258348734035024
1/24178516697468070048
1/48357033394936140096
1/96714066789872280192
1/193428133579744560384
1/386856267159489120768
1/773712534318978241536
1/154742506863756448312
1/309485013727512896624
1/618970027454755793248
1/1237940054905011586496
1/2475880109809923172992
1/4951760219619846345984
1/9903520439239692691968
1/19807040878479385383936
1/39614081756958770767872
1/79228163513917541535744
1/15845632702783088307488
1/31691265405566176614976
1/63382530811132353229952
1/12676506162264676645904
1/25353012324529353291808
1/50706024649058706583616
1/101412049291174413167232
1/202824098582348826334464
1/405648197164697652668928
1/811296394329395305337856
1/1622592788657906610675712
1/3245185577315813221351424
1/6490371154631626442702848
1/1298074230926325284545696
1/2596148461852650569091392
1/5192296923705301138182784
1/1038459384741060227636568
1/2076918769482120455273136
1/4153837538964240910546272
1/8307675077928481821092544
1/1661535015585696364218088
1/3323070031171392728436176
1/6646140062342785456872352
1/1329228012468557091354672
1/2658456024937114182709344
1/5316912049874228365418688
1/1063382409754845672883776
1/2126764819509691345767552
1/4253529638999382691535104
1/8507059277998765383070208
1/17014118555997530766140416
1/34028237111995061532280832
1/68056474223990123064561664
1/13611294846798024612923328
1/27222589693596049225846656
1/54445179387192098451693312
1/10889035874284189690338624
1/21778071748568379380677248
1/43556143497136758761354496
1/87112286994273517522708992
1/17422457398854703504541784
1/34844914797709407008583568
1/69689829595418814016167136
1/13937965918883762803234272
1/27875931837767525606468544
1/55751863675535051212937088
1/11150372735107010225874176
1/22300745470214020451748352
1/44601490940428040853496704
1/89202981880856081706993408
1/17840596376171216341398676
1/35681192752342432682797352
1/71362385504684865365594704
1/14272477100936931073118948
1/28544954201873862146237896
1/57089908403747724292475792
1/11417981680747448584951584
1/22835963361494897169803168
1/45671926722989794339606336
1/91343853445979588679212672
1/18268770689195917738425344
1/36537541378391835476850688
1/73075082756783670953701376
1/14615016511356734190740272
1/29230033022713468381480544
1/58460066045426936762961088
1/11692001209853873353922176
1/23384002419707746707844352
1/46768004839415493415688704
1/93536009678830986831377408
1/187072019357661973662754016
1/374144038715323947325508032
1/748288077430647894651016064
1/1496576154861295789302032128
1/2993152309722591578604064256
1/5986304619445183157208128512
1/1197260923889036314416256128
1/2394521847778072628832512256
1/4789043695556145257665024512
1/9578087391112290515330049024
1/1915617478222458103066009808
1/3831234956444916206132019616
1/7662469912889832412264039232
1/1532493982577966482452807856
1/3064987965155932964905615712
1/6129975930311865929811231024
1/12259951860623731859622462048
1/24519903721247463719244924096
1/49039807442494927438489848192
1/98079614884989454876979696384
1/196159229769878909753959392768
1/392318459539757819507918785536
1/784636919079515639015837571072
1/156927383815903138031775154144
1/313854767631806276063550308288
1/627709535263612552127100616576
1/125541907052724510425400123152
1/251083814105449020850800246304
1/502167628210898041701600492608
1/100433525642178083403200985216
1/200867051284356166806401970432
1/401734102568712333612803940864
1/803468205137424667225607881728
1/160693641027484933450515576356
1/321387282054969866901031153112
1/642774564109939733802062306224
1/128554912821879566704012461248
1/25710982564375913340802492496
1/51421965128751826681604984992
1/10284393025750365336320978992
1/20568786051500730672641957984
1/41137572103001461345283915968
1/82275144206002922690567831936
1/16455028412005844581135663872
1/32910056824001178962271331744
1/65820113648002357924542663488
1/13164026889600471584909532976
1/26328053779200943169819065952
1/52656107558401886339638131904
1/105312215112803732793162663808
1/210624430225607465586325327616
1/421248860451214931172650655232
1/842497720802429862345301310464
1/168499544160485972468660262092
1/336999088320971944937320524184
1/67399817664194388987464104836

Your Net Income

A net income of 5% on your money is secured for you when you purchase the Guaranteed Certificates issued by this Company in amounts of \$100 and upwards.

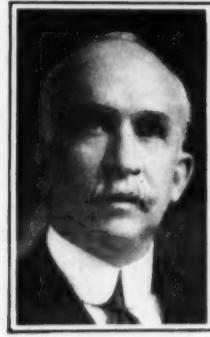
These Certificates are absolutely guaranteed both as to payment of principal and interest, and in every way make a desirable investment.

Send us your name and address today for descriptive booklet.

SALT LAKE SECURITY & TRUST COMPANY
SALT LAKE CITY, UTAH



J. A. KLOEPFER
President of the Union Stock
Yards Bank of Buffalo, N. Y.,
who has been elected president
of the New York State Bankers'
Association.



BRECKINRIDGE
JONES
President of the Mis-
sissippi Valley Trust
Company of St. Louis,
Mo., and one of the
leading financiers of
that city.



W. E. CLARK
Aged only 27, recently elected
cashier of the prominent Dur-
ant (Okla.) National Bank.
He rose from the position of
stenographer in seven years.

Save to Win

Not duty, but opportunity. One of the reasons why more men do not save more is that, in pointing out the desirability of saving, too many preachers place the emphasis on caution instead of precaution.

The Partial Payment Plan of investing while you save is the most intelligent form of thrift.

Invest while you save.

Send for and study Booklet 4
"The Partial Payment Plan".

John Muir & Co.
SPECIALISTS IN
Odd Lots

Members New York Stock Exchange
MAIN OFFICE, 61 BROADWAY, N. Y.

Stocks and Bonds ON THE PARTIAL PAYMENT PLAN

Our convenient method enables you to buy dividend-paying Stocks and Bonds in any amount—one, five, ten, seventeen, forty—by making a small first payment and balance in monthly installments, depending upon what you can afford to pay—\$5, \$10, \$25, \$50, \$75. You receive all dividends while completing payments and may sell securities at any time to take advantage of rise in market.

Free Booklet A-18, "The Partial Payment Plan" gives full information of this method which appeals to both men and women in all parts of the country.

Sheldon, Morgan & Co.
42 Broadway, New York City
Members New York Stock Exchange

Make Your Money

Earn a good income by investing in sound dividend paying securities through our

PARTIAL PAYMENT PLAN

Only a small first payment and small monthly installments are needed.

Details in our free Booklet B

Hegener & Burke

Members N. Y. Stock Exchange
20 BROAD ST. NEW YORK

How to Select a Good Bond

This booklet will help investors to select sound investments. It shows standards that should exist in important fields of investment and how to invest. It analyzes in a simple way the contents of bond circulars. It shows how each factor of a good bond offered by a good investment house must be investigated by experts to insure its safety.

"How to Select a Good Bond"
will be sent upon request for Circular A-28

N. W. Halsey & Co.
New York Philadelphia Chicago San Francisco

BONDS Accepted by Government Pay you 4 to 6%

We offer you the same bonds the Gov't accepts as security for Postal Savings Bank Deposits. Instead of the Postal Bank's 2% you get 4% to 6% free from income tax. Keep your savings safe. Write for Booklet E, "Bonds of Our Country"—FREE.

New First Nat'l Bank, Dept. 5, Columbus, O.

6% We offer to savings investors
\$100,000,000 bonds secured by first
mortgages on improved farms. Value
three for one. Write for descriptive
Circular. Aurelius-Swanson Co., Inc.
Dept. A, 26 State Nat'l Bank Bldg.,
Oklahoma City, Okla. A.

**\$100.00
FARM BONDS**

In answering advertisements please mention "Leslie's Weekly"

6% on Your July Investments

You will find safety and a yield of 5½% to 6% First Mortgage Real Estate Bonds. A careful investigation of their merits will be profitable to you. Denominations, \$1,000, \$500 and \$100.

Write for the Straus Investors' Magazine
and July Booklet F-61

S.W. STRAUS & CO.
MORTGAGE AND BOND BANKERS
ESTABLISHED 1862
STRAUS BUILDING CHICAGO ONE WALL STREET NEW YORK

UNDER THE TERMS OF "The Twenty Payment Plan"

dividends accruing are credited to the account as an extra payment, or if preferred will be remitted to the customer as collected.

Write for Booklet

SLATTERY & CO.
Dealer in Investment Securities
40 Exchange Place (Established 1906) New York

7% SOUND FIRST MORTGAGES

The demand in unsettled times for good first mortgages indicates their unusual value—they are usually on property worth three times the money loaned. We have loaned over \$1,000,000 and not a single one has failed to a single foreclosure sale made. Write for booklet describing mortgaged lands from \$100 to \$10,000.

Aurelius-Swanson Co.
26 State Nat'l Bank Bldg., Oklahoma City, Okla.

Are You Letting an El Dorado go to Waste?



ARE you failing to realize upon the possibilities which South American trade offers you—failing to capitalize upon the three billion dollar market which the war has thrust into your hands? Then you should send today for that most authoritative of all guides to the needs and characteristics of South American business.

Selling Latin America

By W. E. Aughinbaugh
Editor of Leslie's Export Promotion Dept.

If you are already reaching out for the profits to be gained by developing this field, you need this book also. It will give power to your efforts—make your selling more efficient—tell you how to pack, ship, bill and collect with the least risk and the maximum results. Written by a man who has spent 20 years in the firing line—who has traveled every nook and corner of 18 of the most important countries in Latin America—who has lived and worked with the people—who knows their language and their habits—who has sold them thousands of dollars' worth of goods—and now who gives you the full benefit of his experience in a 395-page book of plain, simple, workable facts.

Send For This Book Today—No Money.
Simply mail the coupon. Examine the book when it comes. If it does not prove to be a treasure house of profit-building suggestions, return it to us.

Small, Maynard & Company

16 Beacon Street, Boston, Mass.

Please send me W. E. Aughinbaugh's new book, "Selling Latin America." If I keep it, I will remit \$2.00. Otherwise, I shall return the book to you within five days.

Name.....

Address.....

(Continued on page 93)

Jasper's Hints to Money-Makers

(Continued from page 92)

\$5 may seem like a small amount, yet it represents 12 cents a week, which would buy two loaves of bread.

M., Hoboken, N. J.: Both International Paper Common and Chicago Great Western Common are long-pull speculations, the latter being preferable to the former.

W., Pittsburgh, Pa.: Pierce Oil is a Standard Oil subsidiary. It has important properties in Mexico and Mexican troubles have interfered with its business. Should peace be restored in that country it would benefit the company and doubtless the stock would in time advance. It would not be advisable to sacrifice your holdings.

W., Naples, N. Y.: The International Textbook Company is, at present writing, in a bad plight. The banks of Scranton have refused to loan the company \$500,000, said to be needed to tide over its financial difficulty, and the company's president has appealed for public subscriptions to short term notes. The price of the stock, lately \$125, has fallen to \$30. Unless financial aid is given, it is hard to see how a collapse can be averted.

S., New York: 1. Mines of America Co., is speculation, not an investment. If Mexican troubles end, the company would, in time, no doubt resume dividends, but the stock is at present a long pull. 2. International Petroleum is a Standard Oil subsidiary. Its par value is \$5 and it sells at about \$8.50. It is doing good business and is an excellent speculation. 3. Rumely faces a reorganization, an assessment, and a scaling down of capital stock. 4. Sterling Gum is a fair speculation for a long pull.

S., Philadelphia: The Nevada-Utah Mines and Smelters Corporation went into bankruptcy in 1912 and reorganized as the Consolidated Nevada-Utah Corporation, which is now operating the mines. The assessment on the stock of the old company was 50 cents per share. The stockholder received bonds to the amount of cash paid and 200 shares of stock in the new company for each \$100 subscribed. About 50 per cent of the old stock was deposited under the reorganization plan. The capital stock of the new company is \$6,000,000, par \$3. The stock is selling at only about 50 cents a share. It is undoubtedly too late for you to get the benefit of the reorganization.

P., Wilmington, Del.: 1. U. S. Rubber Common dividend seems to have been suspended as a matter of financial precaution. If business should continue good and the dividend be restored, the stock would recover some of its decline. I would not sacrifice my holdings. It might be well to even up. 2. Baldwin Locomotive has had a considerable rise for a non-dividend payer, owing to reported war orders. Declaration of a substantial dividend would naturally aid the stock. 3. Anaconda is at present a good mining purchase, earnings having greatly increased with the late rise in copper. Last September the quarterly dividend

was cut from 75c to 25c per share. Recently a 50c dividend was declared.

G., Seattle Wash.: The directors of the Kennecott Copper Corporation include prominent capitalists. There are outstanding 720,000 shares of stock which has no par value, and 400,000 shares are reserved in the treasury to allow for conversion of bonds. These bonds amount to \$10,000,000. They are first mortgage 6 percents convertible after June 1, 1917, into stock at the rate of 40 shares of stock for each \$1,000 bond. Commencing August 1, 1916, an annual sinking fund is provided equal to 50 per cent of the net earnings. The corporation owns the famous Bonanza and other mines in Alaska. It is producing large quantities of copper, but owing to the sinking plan requirements it is not expected that dividends on the stock will be declared in the immediate future.

New York, July 15, 1915. JASPER.

SPECIAL CIRCULARS OF INFORMATION

Readers who are interested in informing themselves regarding the New York Stock Exchange, its methods and controlling influences, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, should scrutinize the announcements by advertisers on the financial pages, offering to send, without charge, information compiled with care and often at much expense. Readers should feel free to send a letter or a postal card for any information they may desire from the following sources:

Sound first mortgages paying 7 per cent, and ranging from \$300 to \$10,000 are described in a booklet which will be sent gratis by the Aurelius-Swanson Co., 28 State National Bank Bldg., Oklahoma City, Okla.

Profitable investment of money, in oil with the ordinary liability of speculation, is done with in "The Twenty Payment Plan," a booklet which will be sent on application by Slattery & Co., dealers in investment securities, 40 Exchange Place, New York.

Valuable information regarding stock exchange and curb securities, including Standard Oil stocks, may be found in "Partial Payment Plan" and "Investors' Guide" (270 pages), which, with a master letter, will be mailed free on request by L. R. Latrobe & Co., 111 Broadway, New York. The method of buying standard stocks and bonds by making partial payments and their monthly payments is clearly explained in "Booklet No. 30," which may be obtained without charge from Harris, Winthrop & Co., members of the New York Stock Exchange, 15 Wall Street, New York, and The Rookery, Chicago.

An account of how the now popular partial payment plan of buying stocks and bonds has stood a practical five years' test is given in "Booklet 4." "Partial Payment Plan," which can be had free of John Mac & Co., specialists in odd lots, and members of the New York Stock Exchange, 61 Broadway, New York.

The encouragement of thrift is the burden of "Booklet B-No. 255," issued by Baruch Brothers, members of the New York Stock, Cotton and Coffee Exchanges, 60 Broadway, New York. The booklet will be sent free on application. It deals with the installment plan of buying high-grade stocks and bonds.

First mortgage real estate bonds yielding 5½ to 6 per cent. In denominations of \$100 to \$1,000 are offered by S. W. Straus & Co., mortgage and bond bankers, Straus Building, One Wall Street, New York. The company invites careful investigation of the merits of these securities. Write to it for the Straus Investors Magazine and "July Booklet—F. 601."

Life Insurance Suggestions

TO the long list of assessment insurance companies which have come to the inevitable disastrous end, has lately been added the American Temperance Life Insurance Association of New York. This organization originally required its policy holders to be total abstainers from liquor, but a few years ago moderate drinkers, by paying a little more than the teetotalers, were allowed to insure in it. Premium rates were, of course, lower than those of old-line companies and this attracted seekers of bargains in life insurance. For a time the association got along, but the usual thing eventually occurred. The older members began passing away in numbers and the death claims to accumulate faster than new members with their contributions were enrolled. The association's condition was aggravated by its reinsuring the members of five defunct societies without medical examination, and the officials were charged with other acts of mismanagement. But the main trouble was the wrong principle on which assessment organizations are founded. The association's officers finally concluded that rates should be advanced and that the association should be reorganized on the old-line basis. But by that time the association was beyond redemption, and the State Insurance Department had to take it over for liquidation. The association had 5,000 policyholders representing about \$5,000,000 of insurance. Death claims amounting to \$80,000 may be paid, but the living policyholders save nothing from the wreck.

V., Morrisville, N. Y.: The U. S. Life Insurance Company of New York is in good standing. Better keep up your endowment policy.

Health, Detroit: The Postal Life Insurance Co., Postal Life Building, New York, provides a free medical examination each year for its policy holders if they ask for it. It also distributes, without charge, interesting health bulletins. If you will write to the Company, I have no doubt it will be very glad to send you copies of these instructive bulletins. This Company has no agents, but does its business by mail. In writing for a sample of

A Valuable War Book

ONLY historians of the far future, of course, will be able to write a final history of the world war in Europe. But there are contemporary records of the conflict so adequate as to be near-history and well worth reading. Among these is "The Great War," by Frank H. Simonds, associate editor of the New York Tribune. Mr. Simonds was a soldier in the Spanish-American War and he has made a study of military matters. His comments on the progress of the European struggle appearing in various magazines and newspapers have been able and luminous and have attracted wide attention. This is Mr. Simonds' second war book and it deals with the second phase of the war—from the fall of Antwerp to the second battle of Ypres. It aims to present a fair, accurate and clear view of the military operations. The work is at once readable, comprehensive and concise, and it stamps the events which it describes lastingly on the memory of the reader. New York, Mitchell Kennerley. Price \$1.25 net.

In answering advertisements please mention "Leslie's Weekly"



Unveiled—The Tire Classic For Motorcycles

Few ever questioned Goodyear's lead in giving the utmost in a Motorcycle Tire. And now comes our motorcycle masterpiece—The Blue Streak.

It's the famous Goodyear racing tire that won all notable records. But we've added new features to make it a perfect road tire.

It is big and luxurious, with a swaggy blue circle 'round the center, and the same All-Weather Tread of deep-cut blocks that has helped win top place for Goodyear Automobile Tires.

No rival tire has this tread. No rival has a tread so thick, or wide, or deep. So it grips the road securely when you take sharp turns; it protects against punctures and multiplies mileage.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
Makers of Goodyear Fortified Automobile Tires
(2503)

Blue Streaks are built with four plies of fabric—size 28 by 3—an automobile tire, in reality. They have a breaker strip between the tread and "carrage," to fortify fabric and absorb shock. They've a metal valve spreader that clutches the rim like a vise and so ends creeping. And the inner tube of new live rubber is 30 per cent heavier!

This tube is the same Laminated construction now so popular with Goodyear Automobile tire users.

In these and other ways we are giving \$50,000 more value in Goodyear Motorcycle Tires this year. Yet we've cut our prices 15 per cent below last year's. This is due to a multiplied output that reduces factory cost per tire. We pass on that saving in lower prices to Goodyear riders.

Any dealer can supply you Blue Streaks. Go at once and see this Goodyear tire de luxe that's winning thousands.

These books worth while Will coax a smile

to the face of even a clothier's dummy.

"Wild and Tame Advertising"

is a humorous treatise on a serious subject by MAURICE SWITZER

The more you know about Advertising the better you will enjoy it. Nobody with any sense of humor has been able to begin this little book without finishing it on the spot.

Bound in board and fully illustrated by H. A. Peterson. Price 25c

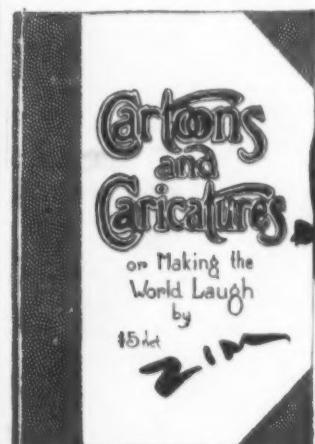


How to Become a Direct Salesman In One Lesson

"Cartoons and Caricature or Making the World Laugh"

by EUGENE ZIMMERMAN

better known as "ZIM." He began life as a sign-painter and developed into the greatest caricaturist of the day.



A 100-page book, bound in three-quarter Morocco.

Everybody who enjoys a laugh and everybody who is interested in the art of caricature and wants some "inside information" on how to get there, will prize a copy of this unique book.

Price
\$1.00

Leslie-Judge Co.
225 Fifth Ave.
New York

Enclosed find
Send me a copy of
"WILD AND TAME ADV'G"
THE "ZIM" BOOK.

If You Really Want to Cure Yourself of Constipation—

YOU must stop depending upon laxatives and cathartics. They afford only temporary relief and are dangerously habit-forming.

As a result of recent discoveries, leading physicians are gradually discarding the use of drugs in the treatment of constipation. Instead, they prescribe regular habits, sensible food, and mineral oil used as an internal lubricant.

Nujol

REG. U.S. PAT. OFF.

A PURE WHITE MINERAL OIL

is odorless and tasteless, absolutely neutral and is not absorbed by the system, acting merely as an effective mechanical lubricant.

Nujol is not a drug. It will not relieve constipation over night. In most cases it is from two days to a week before regular bowel movements are restored. But **Nujol** is a genuine remedy in that *the longer it is used the more it tends to become unnecessary*.

Our booklet "The Rational Treatment of Constipation" is an informative treatise on constipation and the mineral oil treatment. It will be sent free on request.

Nujol is bottled only at the refinery. Ask for it at your druggist's or send 75c. in money or stamps for a trial pint bottle. Address Dept. L.

STANDARD OIL COMPANY
(New Jersey)

BAYONNE

NEW JERSEY



JUST ONE LAUGH AFTER ANOTHER

FILM FUN, the new magazine devoted solely to the comedy of the photo play, has taken the moving picture world by storm. The first number, issued only three weeks ago, was sold out completely less than a week after publication.

The August number goes the high standard set by the first issue even one better. There are pages and pages of pictures of the funny men and women of the screen in their most laughable antics, headed by the universal favorite, Charlie Chaplin, on the front cover in full colors—an interesting article, with photographs, of Mary Pickford as a comedienne—a delightful review of the children of the screen who make fun for other children, and for grown-ups, too—together with a wealth of other features, dealing with Marie Dressler, Billie Reeves, Ethel Teare, Naomi Childers, Tom McNaughton, Flora Finch and a score or more stars of film comedy.

F I L M F U N FOR F I L M F A N S

has taken hold over night with overwhelming success, because it has met a definite demand for a magazine that would treat of the wholesome comedy of moving pictures—a magazine that multiplies the fun of the photo play—that increases the appreciation and enjoyment of the humorous in moving pictures when it is being filmed.

Ten cents a copy—\$1.00 a year or 25 cents for a three months' "get acquainted" subscription.

FILM FUN, 225 FIFTH AVE., NEW YORK
PUBLISHED BY THE LESLIE-JUDGE COMPANY

DEALERS' orders for the August issue, on the newsstands the first of the month, make it necessary for us to double the first edition. Even then the news companies have their doubts about our ability to supply the demand. Better make sure of your copy by speaking well in advance.



In answering advertisements please mention "Leslie's Weekly"

Prospects of Peace Remote

By MARTIN MARSHALL

WHILE there is much idle talk among neutrals regarding an early cessation of the great European war, only a confirmed optimist can see anything to encourage the belief that this present year will see the close of the war. Many indications would point to the entrance of still other European powers into the great conflict. For instance, in the first week of July an officer of the Spanish army appeared in New York, commissioned to purchase for his government 25,000,000 rounds of rifle ammunition. He was greatly surprised to find that the manufacturers on whom he called would not promise delivery before 1917. He protested that this was entirely too late, that his government wanted the order filled at once and declined to place it unless a reasonably prompt delivery could be assured. Such delivery could not be assured as the larger manufacturers of rifle cartridges in the United States have the output of their factories sold for the balance of this year and all of next year. One concern, which operated one large plant at the beginning of the war, is now operating eleven, several of which have been built while the others have been bought and changed over to the manufacture of small arms ammunition. One concern is now shipping 7,000,000 rounds per week and another 5,000,000 rounds.

In the face of these conditions the Spanish representative can do nothing, but the fact remains that the government of Spain is making all the military preparations that its restricted finances will allow. What part Spain might play in the war if she saw fit to enter it is somewhat of a problem. Perhaps future circumstances would determine on which side she should cast her lot.

As to the attitude of another country which is bending every energy to preparations for war, there can be no question. If Holland enters the conflict it will be as the ally of her ancient enemy, Great Britain. For many months past the Dutch government has been purchasing munitions of war abroad and has mobilized its great manufacturing resources for the production of munitions at home. In the early days of the war the Dutch regular army was augmented by the incorporation of a large number of volunteers. Since then the entire military strength of the nation has been either mobilized or placed in readiness for immediate mobilization. Holland can muster nearly 900,000 men and is producing as rapidly as possible arms and ammunition for the entire number. One firm in the United States recently filled an order for 1,500 high-power motor trucks for the Dutch government. These were especially built for army use.

In case Holland should decide to enter the war it is more than probable that the Scandinavian powers might also be involved, although with the exception of Denmark they have nothing to gain by the victory of either side. Denmark, in case the Allies should dictate the terms of peace, might profit by the restoration of Schleswig-Holstein, which would carry with it the control of the Kiel Canal. Sweden's traditional hostility to Russia has been mitigated recently, while the majority of opinion in Norway has been anti-German since the beginning of the war. Denmark, of course, has never forgiven Germany for plundering her of Schleswig-Holstein.

In southeastern Europe the Balkan problem continues to be a problem. Rumania and Bulgaria remain nicely balanced on the fence, while the representatives of the belligerents shower them with diplomatic blandishments. Greece is not likely to move until the two larger Balkan states show their hand, but if the war lasts beyond the end of this year—and few well-informed people doubt that it will last that long—it does not seem possible that the Balkans can remain neutral.

A great deal of peace talk emanates from Germany. German military success, it is generally believed, is now at high tide. If the Germans could smash the Anglo-French line in France and fight their way through to the French coast, they would be in a position to demand favorable terms of peace, if the Allies would consider peace at all at such a time. This, it is unofficially reported from Berlin, is the present German program. With the French channel ports in their possession, with the Russians expelled from Galicia and with the French thrown out of the little corner of Alsace-Lorraine which they now hold, the central European powers could claim a victory on points, provided their enemies were willing to listen to talk of peace.



MURADS ARE IN SALES

*The Foremost High-Grade Cigarette
in the World*

Far greater than any other 15 Cent cigarette
Far greater than any 20 Cent cigarette
Far greater than all 25 Cent cigarettes

This NATION WIDE PREFERENCE

FOR A FIFTEEN CENT CIGARETTE
COULD NEVER BE MERE CHANCE.

It has been attained only by that Delicious,
Exclusive, Wonderful Taste of Pure Turkish
Tobaccos that is found only in MURAD.

Can you afford not to try MURADS?

Anargyros
A CORPORATION

*Makers of the Highest Grade Turkish
and Egyptian Cigarettes in the World*

MURAD

THE TURKISH CIGARETTE

*Everywhere—
Why?*

FIFTEEN CENTS

"It is an ill wind that blows nobody any good"

The ill wind that is spreading death and destruction in Europe has brought to our shores a rich argosy.

Dickens!

Universally beloved by old and young, learned and unlearned, rich and poor—

Just 1200 Sets

Made by a Famous English Publisher

This publisher, because the home market has been turned into a human shambles, offered us the balance of his stock at a low price for cash, and we in turn are offering LESLIE'S WEEKLY readers these sets at

A Rare Bargain

Stop a minute, and think what this means to you.

First—Six volumes at the price ordinarily asked for one.

Second—Large, clear type that is a delight to the eye.

Third—Over 3400 pages on Bible-finish paper, Duotone illustrations.

Fourth—Good serviceable cloth binding, gold decorations—in short, a book of just the size and weight that you would specify in a book made to order of a favorite author for *real use and comfort*.

Let some of the sunshine of Dickens into your soul—his love for his fellow man—his broad sympathy, his riotous humor and tender pathos. No matter how tastes in literature change, the charm and appeal of Dickens is perennial. More millions of his books have been sold and he has today more readers than any man who ever wove his fancies and emotions into literary form through the medium of our mother tongue.



Do You Own a Set of Dickens?

Very likely you do, but, do you read it often? And isn't one of the reasons why you do not read it because it is so mechanically hard to read? Perhaps because it is too heavy, or because it does not open well in the back, or because the type is not good. And so you are missing and your children are missing one of the great joys of life. **It is for just such "owners" that this six-volume set was designed.**

But perhaps you don't own a set. Now it would be a trite saying that "no library is complete without Dickens"—one might better say that *no home* is complete without Dickens. It isn't a true home that hasn't in it a set of the immortal works of the greatest novelist that ever wrote in the English language. Children who grow up without knowing Mr. Micawber and Little Nell and Dora and Sam Weller and Peggotty and the hundreds of other delightful and whimsical characters that Charles Dickens created are not growing up with an all-round education.

This is an ideal set for your summer camp. Don't think of leaving for your vacation without taking one or more of these volumes along in your "grip."

BUT LOSE NO TIME—There are only 1200 Sets—and there are over 423,000 subscribers to LESLIE'S—which means that over One Million readers will see this offer—
And the price of the complete set is only

\$1.61

Carriage prepaid
First come, first served

Les. 7-22.
Brunswick Subscription Co., 449 Brunswick Bldg., New York City
Enclosed find \$1.61, in full payment for the six-volume set of Dickens. Send books, carriage prepaid, to

Name.....
Address.....



Coffee DOES hurt some people and hurt
them HARD—

“There’s a Reason”

See how the old “go” and “feel good” comes
back when you quit coffee ten days and use

POSTUM